# Director of Communications

**ROLE DESCRIPTION:** Reporting to the VP of Operations, the Director of Communications is responsible for Communications efforts out to the membership. This role will have a high degree of interaction with all Officers of the Board, especially the Director of Technology (to coordinate website updates and communication media), the Director of Membership & Volunteers (to develop membership growth strategies), and the Director of Professional Development (to evaluate custom training opportunities) and the Director of Events (to promote events).

**ROLES AND RESPONSIBILITIES:**

## Standing Committees

* Establish and lead a Communications team and report to the board on their behalf.

## Chapter Newsletter

* Through the Communications Team, develop a newsletter schedule and publish the regular Chapter newsletter

## Chapter Communication to Members and Friends

* Manage the processes and policies around broadcast communications via the Chapter’s various communications distribution lists and distribution media.
* Ensure consistency and quality in all Chapter communications.
* Control and manage Chapter media including traditional Social Media Groups (e.g. Facebook, LinkedIn).

## Media Advertising (to go Marketing)

* Submit regular information on Chapter activities for use in PMI-HQ publications.
* Establish and maintain advertising guidelines.

## Advertising Opportunities (to go to Marketing)

* In collaboration with the Director of Marketing and the Sponsorship Coordinator, manage advertisements in the Chapter Newsletter and on the Chapter’s website.
* In cooperation with Director of Membership & Volunteers, develop a Chapter brochure.

## Other Duties

* Prepare and present a status report at each Board meeting.
* Prepare the Communications section of the Annual Report to be presented to the membership at the Annual General Meeting.
* Prepare detailed Communications portion of Chapter budget.