



Position: Communications Chair

Term: 2 years (renewable)

Summary Description:

The Communications Chairperson is an organized, creative and enthusiastic member of the Western MA chapter with good communications skills. They are well organized and capable of managing multiple tasks at once. The Communications Chair may work as an individual or recruit a volunteer team of their own to break up their various responsibilities into different roles. The communications chair is responsible for managing all aspects of the chapter's digital and printed communications both internally among volunteers as well as externally to members and potential members. The Communications Chair works closely with AMC staff to ensure all chapter communications are following current guidelines and best practices.

Responsibilities:

- Oversee the timely production and distribution of chapter communications, including, but not limited to: Monthly Eblast, Social Media, Web Content.
- Attend all Executive Committee Meetings to provide updates on recent achievements, important deadlines, and new opportunities. They will also solicit from the committee content to include in newsletters, eblasts and social media.
- Maintain a communications calendar for the Chapter (emails, newsletters, social media, and mailings) to highlight appropriate activities at certain times of year and to make sure there is no overlap in terms of the timing of messaging. (The AMC Volunteer Relations Department can help with ideas for this timeline.)
- Request content from other committee chairs each month for email blasts and social media posts. Set up and send email blasts through AMC's Marketing Cloud system. AMC Staff will conduct training on this software and provide user documentation.
- Work with the webmaster to ensure that content and articles on the website are up to date.
- Organize and maintain a calendar of events for the year. Ensure that all event notices get into the proper communication channels.

Preferred Qualifications/Skills:

- The Communications Chair must be a member of the AMC.
- They should have a reasonable knowledge of how the AMC operates and the organizational structure.
- Must have exceptional knowledge of various software platforms or comfortable learning new software. (e.g. Word, Excel, Power Point, Marketing Cloud)
- A good writer and editor, preference given to candidates with a background in writing, editing, publishing, etc.
- Be and enthusiastic promotor of the chapter.