

Director of Digital Communications

Category: Communications

Term: One year or as determined by the Board of Directors and Chapter Bylaws

Reports to: VP of Communications

Eligibility:

- Member in good standing
- Willing to give the time, energy, talents and enthusiasm required of the position
- Good organizational skills and favorable emotional intelligence capabilities

General Responsibilities:

- Serve as voting member of Board of Directors
- Attend monthly board meetings, chapter events and committee meetings
- Report on the strategies, successes and challenges of assigned committees to Board of Directors
- Act as coach, advisor and counselor to assigned committees
- Support and defend policies and programs adopted by the Board of Directors
- Submit agenda items for Board of Directors meetings in advance of meetings
- Responsible for the following budget line items:
- Identify, recruit and train Committee Chair(s) for assigned committee(s)
- Review monthly activity on the website, unique visitors, and most visited pages
- Ensure the fiscal responsibility of the committee(s) to which position is assigned.
- Conduct transition meeting with successor
- Perform other duties that may be delegated by the President and/or Board of Directors

Specific Responsibilities:

Social Media

- Oversee chapter social media accounts – Facebook, Twitter, LinkedIn, YouTube and Instagram
- Work with Directors and VPs to create social media schedules to promote chapter events/activities across all platforms on a monthly basis
- Work with Directors and VPs to create social media plans to promote Chapter and International educational opportunities, scholarship opportunities and other Chapter- and industry-related information and activities
- Provide content and schedule to social media committee leads for posting on a monthly basis
- Research and determine additional social media outlets for the chapter to consider
- Research and determine which social media outlets are utilized most by our members; focus messaging on these platforms
- Promote social media accounts and engage with members and industry via social media platforms
- Determine and promote appropriate monthly hashtags to be used across all platforms

Website

- Develop and manage operation and implementation of chapter website to ensure timely updates that keep site fresh and informative
- Perform timely reviews of chapter website to ensure its efficiency as a primary chapter communications device
- Promote chapter website and mobile website to members
- Liaise with Directors to ensure promotion of chapter activities

Public Relations

- Develop an annual plan to promote chapter events, accomplishment and worthy news items
- Look for opportunities to generate awareness for MPI-WI Chapter and activities
- Oversee publication and distribution of press releases for various chapter events and activities

Time Commitment:

- Regular attendance at monthly meetings and Board meetings
- Attendance at two Board retreats (1-2 days each)
- Attendance at all official chapter activities and functions
- Potential attendance at Chapter Business Summit, as directed by President
- Committee activities (10-12 hr/mo)