

**AAUW**  
**HEALDSBURG BRANCH**  
**COMMUNICATIONS DIRECTOR JOB DESCRIPTION**  
**Revised 9/20/2018**

*All board members are expected to do the following:*

*Attend all board meetings. Support branch programs. Submit all ideas for discussion or resolutions to president at least 48 hours prior to meetings. Communicate with president regarding branch issues.*

**BOARD POSITION:      Communications Director**

- Assess current needs of branch in areas of communications.
  - Keep Board informed of communications issues.
  - Work with all Board Members to be sure that all publicity is timely and coordinated.
- Oversee and coordinate the branch communication team:
  - Publicity Manager
  - MarCom Advisor
  - Branch Website Manager
  - Constant Contact Manager
  - Grapevine Publisher
  - Social Media Manager
  - Corresponding Secretary
- Responsible for appropriate content of newsletter, website, email blasts, Facebook.
- Working with the BOD, responsible for creating yearly PR calendar.
- Responsible for evaluating communications' team status and providing Year-End report to Branch.
- Responsible for updating website Membership List password annually in July.
- Responsible for making sure each Communications position has a viable backup

**Publicity Manager**

- Responsible for overall Branch publicity needs
- Work with Director Communications to set a yearly Publicity calendar that publicizes the Branch activities in a timely and organized manner.
  - Calendar to be submitted by October 1
  - In accordance with the Publicity calendar, review, edit and submit stories and articles to Sonoma West News, Press Democrat, Chamber of Commerce, Next Door and other AAUW chapters written by individual members and representatives from the HHT and Forum.
  - Keep informed of the various programs and activities of the branch in order to know when to propose stories to media outlets
- Keep up-to-date information on names of reporters to contact, and media submission and publishing dates.
- Determine the most effective media outlets (print, radio, social networking) to disseminate information.

- **MarCom Advisor**
  - Responsible for setting overall guidelines for Branch publicity identity and branding
  - Review, revise and prepare marketing materials which are to be consistent with the Branch's identity or brand.
    - Responsible for the creation of the Branch's marketing materials including, but not limited to tri-fold brochure, Homes Tour ads, fliers and program materials.
  - Resource and advisor for Publicity Manager as needed.
- **Branch Website Manager**
  - Send information to the National website contact in a timely manner to keep branch website information current and accurate. Maintain calendar as needed.
    - Monthly
      - Delete past month's activities and validate current month's information.
      - Make sure that Grapevine and website information are in sync.
      - Email Constant Contact Manager after monthly Grapevine has been posted.
    - Send updated information to National Contact as it is received.
    - Quarterly
      - Post Branch Rosters which are provided by the Membership Chair.
    - Annually
      - In July & August contact all website content owners to have them review and validate posted information. Make updates as needed.
  - All posted information should align with Branch Policies.
  - Work with Website Design Consulting Committee that includes the Director Communications, Website Manager, Vice President and member at large on any proposed design changes to website.
  - If out of town for 3 days or more, notify Director Communications and your Backup
  - If feasible, serve as Backup when position passes to new Website Chair
- **Constant Contact Manager (email blasts)**
  - Receive requests for internal communications from other program chairs and individual members. Edit as appropriate. (Interest groups will carry out their own communications.)
  - All email content should align with Branch Policies.
  - Disseminate these messages to the entire membership
    - Include a graphic when possible.
    - Before sending, review information to ensure that the content accurately reflects branch communications policy. Check with Director Communications if unsure.
    - Send emails out within 48 hours.
  - If out of town for more than 1 week, notify Board, Director Communications and Backup. If emails need to be sent out while you are gone, ask to have messages sent to you before you go to be scheduled in the future or, if not possible, send to your Backup.
  - Work with Director Communications to identify appropriate Backup and backup process.
  - If feasible, serve as Backup when position passes to new CC Chair.
- **Grapevine Publisher**
  - Receive articles monthly for inclusion in the Grapevine. Edit as appropriate.
  - Review newsletter monthly to insure information accurately reflects Branch Policies and goals..
  - Email to proof readers 4-5 days before uploading to website.
  - Send Grapevine to Website Manger when it is ready to be uploaded to website.
  - Work with Director Communications to identify Backup and backup process.

- Maintain Grapevine as source of Branch history.
  
- **Corresponding Secretary**
  - Send written thank you, get well, condolences and other notes as appropriate.
  - Write a monthly article for the Grapevine informing members of those who received notes that month.
  
- **Social Media Manager**
  - Follow Branch Facebook and Twitter Guidelines
  - Monitor site and remove offensive or inappropriate material.
  - Communicate with AAUW members and community at large
  - Link to news stories and local events as appropriate
  - Obtain members consent prior to posting individual photos.
  - Repost Forum weekly 8 weeks prior to start of session