



Director, Communications

The **Director, Communications** works closely with the Vice President of Communications and the Communications team to ensure completion and implementation of communication tactics. This position is responsible for maintaining coordination among Communications team members to insure all campaign/promotion messaging is in harmony. Responsible for maintaining one AMA Chicago voice and message across all communications. This person is on a two-year term with the board, with the first year as the director of this committee and the second year as the VP.

Main Responsibilities for the Director, Communications:

- Execution of communication tactics as assigned, including:
 - Social media
 - Email marketing
 - Press releases
 - Website updates
 - Events communications
- Specific duties include, but are not limited to overseeing the Content Manager, who is responsible for the chapters content strategy in the following areas:
 - *Social Media*: Supervise the Social Media Manager to ensure work is executed and that the overall social strategy is maintained so that engagement can be increased across channels, including LinkedIn (company page and group), Facebook, Instagram and Twitter.
 - *Website*: Supervise Website Manager with the Executive Director for general website updates
 - *Blog*: Supervise the blog coordinator and oversee the chapter blog posts, authors, adherence to the chapter blog policy, and timely posting – one blog per month, at least. Blogs may focus on an upcoming event/activity, or marketing related topic.
 - *Email Marketing*: Coordinate with the team on the development, content, schedule and delivery of regular email communications on chapter news, events, industry news, member benefits, etc.
- Maintains the image of the Chapter, including the logo, publication design, stationery and letterhead, communication standards, etc.
- Maintains a calendar of all communication material deadlines for the year.

Top Four Requirements for the Director, Communications:

- Excellent communication and time management skills
- Ability to handle multiple tasks and meet deadlines
- Can-do attitude
- Experience managing a team of communications professionals



Time Commitment

- 6 hours per week
- Attend Communications calls
- Attend monthly board meetings & some events