



Public Relations & Communications Director 2-Year Term

Board of Directors Position Description

Role Description

The Public Relations and Communications Director leads the chapter's strategic and tactical communications, marketing, and branding activities. More specifically, this role guides and implements the strategy for all communications, website, social media, public relations, and collateral to consistently articulate the chapter's mission.

Key Responsibilities

The PR & Communications Director collaborates with other Board members and volunteers to plan, facilitate, and evaluate ongoing communications activities to further the mission of the chapter. Key responsibilities include, but are not limited to:

- **Website and Membership Software Application Management** – serve as primary “owner” and expert on the chapter's software application, Wild Apricot. Develop and implement strategy to maximize use of Wild Apricot platform. Manage Board access to and use of the platform, including training, assignment of access, and troubleshooting as necessary. Collaborate with Membership & Volunteer Director to ensure membership database is accurate and up to date (responsibility of Membership). Manage and update the chapter's website on a regular basis. Coordinate and ensure implementation of feature enhancements on the website (e.g., opportunity matching, blogs, etc.)
- **Marketing & Communications** – develop strategy and ongoing tactical action plans to market the benefits of ACMP DC and promote chapter activities, events, training, and other opportunities. Establish procedures to provide regular and effective communications to members, partners, and sponsors.
- **Social Media** – create and implement a social media strategy and policy for the chapter. Collaborate with the Board and volunteers to keep social media accounts active and robust with timely postings (e.g., LinkedIn, Facebook, Twitter, etc.)
- **Brand Identity** – lead the chapter's efforts to effectively translate its vision, mission, and value proposition into a recognizable and impactful logo/wordmark, color palette, typefaces, graphics, and style guide. Ensure proper use and adherence to the brand toolkit.
- **PR & Communications Committee** – establish, guide, and lead the work of a PR & Communications Committee to support PR & Communications activities (website maintenance/enhancement, communications, event promotion, social media, blogging, etc.)
- **Ensure transparency and ethics** in PR& communications activities in compliance with standards set by the Board
- **Collaborate** with the Program, Events & Training Director, Community of Practice Director, Membership & Volunteer Director, and Business Development/Sponsorship Director to raise awareness, promote, and advertise chapter activities, events, benefits, opportunities, and news
- **Collaborate and provide support** to other Board members as required and appropriate

Desired Skills/Experience

- **ACMP Experience** – active ACMP DC member in good standing for minimum of six months; prior experience serving in a leadership capacity for the chapter; strong personal and professional commitment to and knowledge of ACMP DC's mission
- **Experience, expertise and passion** for strategic communications, marketing, branding, and public relations.
- **Knowledge and demonstrated skills** in website development and administration.
- **Experience** using a broad range of marketing and communication strategies (website, email communications, social media, blogging, etc.)
- **Multi-Tasking Wizard** – ability to manage and lead multiple projects, deadlines, and initiatives, working with and through a cast of creative and dedicated volunteers
- **Detail Oriented** – gifted with a strong attention to detail and accuracy, ability to prioritize and organize multiple projects, meet deadlines, problem solve, and get things done through others
- **Team Leader and Motivator** – ability to inspire, motivate, organize, and achieve results on time and within budget
- **Innovator, Problem Solver and Doer** – ability to take ownership, exercise creativity and willingly translate strategy into action that produces concrete results
- **Communicator** – well developed oral, written and interpersonal communication skills; strong business and interpersonal instincts, judgement, and integrity
- **Relationship Builder** – ability to quickly build rapport, build alliances, and influence others in a way that produces win-win outcomes
- **Strategist** – ability to conceptualize and develop a strategy to meet the chapter's programming goals and overall mission
- **Prior experience** leading and managing a strategic communications, PR, and marketing program to advance an organization's mission and goals highly desirable
- **Prior nonprofit experience** a plus

Time Commitment

This position is one of nine volunteer ACMP DC Chapter Board members. The position will work closely with the Board and volunteers to strategize, implement, and evaluate PR and communications activities in support of the chapter mission. The PR & Communications Director participates in bi-weekly Board meetings via phone/web (1-hour), periodic in person/phone strategy sessions, committee meetings, and chapter events/activities. All Board and committee meetings include preparation time, follow-up, and various action items assigned. This represents an average of approximately 15 hours per month.