Communications Director

Director-At-Large; 1-Year Term

The Communications Director is responsible for all communications with the SMPS San Antonio distribution list including creating, maintaining, and distributing all meeting invitations, signage, website, social media, collateral material, and direct mail.

Duties & Responsibilities:

- 1 year term & establishes committee to carry out duties
- Establishes co-chair to train throughout the year and step into Director role the following board year
- Attends monthly board meetings, luncheon programs, and chapter events
- Ensures brand consistency and ensures proper logos are used on all print and digital material
- Works closely with committees to obtain accurate information in a timely manner for all announcements and events
- Creates and distributes all e-blasts and other information as needed and requested
    - Must be proficient with graphics software or have committee proficient
- Works with Programs Director to obtain bio and headshot of speaker and invitation write up each month
- Maintains the recipient list for SMPS San Antonio correspondence
- Creates any signage or collateral material, as needed for luncheons/programs/etc.
- Sends out press releases on an as-needed basis
- Creates and distributes digital newsletters
- Adds events to SMPS San Antonio's online calendar
- Works with committee on EOY Report/ Catalog/Award submissions as needed
- Assigns co-chair to assist in coordinating all programs, education, and, outreach directors to create, manage, and promote all events on the website and social media
    - Will keep the website and social media sites up to date
- Creates a timeline for Programs luncheon CRF submissions, with outreach and membership on event CRF submissions
- Works with committee to outline/execute social media content across all platforms (FB, IG, LI)
- Works with committee to create/execute monthly blog post for website
- Participates in transitionary period between board years to assist incoming director (former co-chair)

Committee

- The Communication Director has a committee to assist in carrying out their duties and responsibilities.

Reporting

- File Communications Report with National by September 30 deadline.