

DIRECTOR OF COMMUNICATIONS

OBJECTIVE

To organize, prepare and distribute various forms of communication to its members and professional community to entice interest in Chapter and National organization as a whole.

DUTIES

Two major items covered by the Director of Communications are the Chapter's Newsletter and the Chapter's website.

- Newsletter
 - Prepare and issue the monthly newsletter, *THE MAINE LIGHT*, via software programs such as Publisher and Adobe
 - Gather news, articles, meeting info, financial info, member info, community service events, etc.
 - Review National Chapter Recognition Points for what a newsletter should contain to maximize number of points
 - Review National manual for communications on a regular basis for changes
 - Obtaining and including President's Message
 - Maintain accurate data by verifying with other Board members and Chapters
 - Sending web link for newsletter to Secretary to be emailed out to members
 - Newsletter should be posted a few days before the next meeting; enough to make sure financials are ready
- Website
 - Develop/maintain an informative, accurate and attractive website
 - Current website (<https://www.agacgfm.org/Chapters/Maine/Home.aspx>)
 - Liaison with current hosting provider, AGA National
 - Solicit content for site from Chapter as well as area professionals, Regional and National
 - Keep site "current" by reviewing content on a weekly basis; fix any broken links
 - Keep site "active" by reviewing site activity via reports from AGA on site visits and updating the "look" when needed
 - Developing surveys could be an additional tool
 - Please review National manual on website guidelines on a regular basis
 - Website should contain, at a minimum:

- CEC Board: About and Contact Information
 - Chapter Meetings, Trainings and Events
 - Chapter Financials, Minutes and Reports
 - Chapter Newsletter
 - Chapter Historical Data
- Attend all related Chapter meetings to keep up with current information available
- Maintenance:
 - *Daily/Weekly*: make changes/updates as necessary
 - *Month end*: After monthly Chapter meeting, update site with monthly newsletter, minutes, financials, etc. – Add upcoming month meeting and conference information
- Miscellaneous
 - Submit newsletter and website to National for annual competition; National Professional Development Conference awards
 - May be asked by National to judge other Chapter region competitions
 - Liaison with National Communications Director
 - Take photos/videos at events whenever possible; if applicable
 - Assist other Board members with any communications necessary