

## San Francisco District 11 Democratic Club Communications Officer

**Summary:** The Communications Officer facilitates print, web and social media communication with membership and District 11 community at large; creates and maintains electronic assets, develops and upgrades website content, maintains and updates twitter, facebook, instagram and other social media that the Club elects to use.

**Qualifications:** Member in good standing; excellent written English language skills; (other languages helpful, but not required), general web 2.0 tech skills: Google apps, some coding language familiarity is helpful (htmlx, css, php, etc.) but not necessary. Chair must have competent ability with Adobe Creative Suite, particularly Photoshop, InDesign and Illustrator. Ability to navigate the admin dashboard of Nationbuilder.com.

**Term:** Two years from January 1 to June 30 elected by membership. In the situation of an unexpected vacancy or otherwise incapacity of the appointed Membership Chair, the President may appoint an interim Chair until the next regular election.

**Reports To:** The President and the Executive Board

**Works With:** Executive Board, especially president, treasurer, membership chair and secretary. Cooperates with the SFDCCC, the California Democratic Party and the membership at large.

### Duties:

- Coordinates all electronic communication assets. May delegate parts to committee members.
  - Website:
    - web design
    - web graphics
    - content development
  - Social Media:
    - facebook
    - twitter
    - Instagram
    - YouTube Channel
    - and other social media, as appropriate.
- Print education and promotional materials:
  - Annual events: Holiday party, Annual Dinner & Auction
  - Election: Newspaper ad, endorsement mailer
  - Meetings: Postcards, flyers
  - Voter Education Materials
- Chair of Communications committee and appoints members willing to serve on committee, develops yearly communications plan.
- Works with Membership Chair to maintain member database for email distributions.
  - On an as-needed basis, works with membership chair to create a survey instrument to assess member satisfaction, concerns and logistical preferences of members.
- Provides breakdown of communications costs & fee information to Treasurer.
- Prepares and distributes annual report on communications activity from January 1 through December 31 report to the Board at first eboard meeting of each year.
- As requested by President, reports on communications activities at Eboard or general membership meetings.