

San Francisco District 11 Democratic Club Communications Officer

Summary: The Communications Officer facilitates print and web and social media communication with membership and District 11 community at large; develops and maintains mailing and email lists in concert with the membership chair and treasurer, 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; 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 Nationbuilder admin dashboard.

Term: 2 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
 - Website: Processes memberships for new and renewing members and maintains accurate member records on spreadsheet.
 - web design
 - 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
- Creates a committee and appoints members willing to serve on communications committee, develops yearly communications plan.
- 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.
- On an as-needed basis, works with membership chair to create a survey instrument to assess member satisfaction, concerns and logistical preferences of members.
- Reports briefly on communications activities at each Eboard meeting.