

## **Board Member Position Description**

**April 2019**

### **Communications Chair**

#### **Position Summary**

Manage all communication efforts on behalf of ynpnGO, including but not limited to: social media accounts, website, e-newsletter, and press releases. Plan and lead monthly committee meetings.

#### **Roles and Responsibilities**

- Responsible for creating and executing editorial calendar
- Track and analyze digital metrics of newsletters and social media channels
- Edit, publish, and share content on social channels that promote events/initiatives on weekly basis
- Maintain website content on a regular basis
- Determine content for monthly newsletters based off board and ynpnGO member input. Create and send regularly every month
- Assist with events and take photographs as needed
- Create event pages on website and Facebook
- Assist with promotion of social and networking events, professional development events and membership drive.
- Collaborate with ynpnGO members to promote member events or initiatives upon request
- Attend ynpnGO events and be an advocate for ynpnGO in the community

#### **Knowledge, Skills, and Abilities**

- Strong attention to detail
- Ability to be self-motivated and meet deadlines
- Resilient time management, organizational, and follow-through skills.
- Excellent written and verbal communication skills
- Excellent team player, but also works well independently
- Must be a great problem solver who operates within the organizations vision, mission and values and consistently keeps the brand in mind
- Proficient technical and non-technical writing and editing skills
- Proficiency working with social media applications
- A relationship builder, who can use digital tools in an authentic manner to engage audiences and propel the desired message and brand positively forward