

Board Member Position Description

2021

Communications Co-Chair (media)

Position Summary

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

Roles and Responsibilities

- Responsible for creating and executing editorial calendar in collaboration with the communications co-chair
- 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
- Work with communications co-chair to determine content for monthly newsletters based off board and ynpnGO member input. Create and send regularly every month
- Create and maintain event pages on Facebook
- Assist with promotion of social and networking events, professional development events, fundraising, etc. Including paid promotion through Facebook ads
- Assist with events and take photographs as needed
- Collaborate with ynpnGO members to promote member events or initiatives upon request on social media.
- 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
- Proficient technical and non-technical writing and editing skills
- Proficiency working with social media applications (Buffer, LinkedIn, Facebook, Instagram)
- A relationship builder, who can use digital tools in an authentic manner to engage audiences and propel the desired message and brand positively forward
- Must be a great problem solver who operates within the organization's vision, mission and values and consistently keeps the brand in mind