



## Communications Chair Position Description

### **Board Objectives:**

The Board of Directors has the responsibility of carrying out the mission and vision of YNPN-Madison. The Board implements and supports plans, policies and objectives to ensure it maintains its values and meets established goals. The Board is a governing body with legal and ethical obligations to the organization and its membership.

### **Position Objectives:**

To connect to young professionals in the Madison area and expand YNPN's reach by creatively implementing a communications strategy that tells a powerful story and reaches a targeted audience.

### **Key Roles & Responsibilities:**

- Develop an annual marketing/communications plan and calendar
- Curate and send out bi-weekly (every other week) newsletters using Nation Builder
- Create marketing materials including business cards, brochures, flyers, signage, and logos
- Work with the social media volunteer to ensure consistent branding across all forms of media
- Utilize local media outlets to spread the word of YNPN - Madison
- Collaborate with the Programming Committee to broadly advertise upcoming events
- Create and maintain a brand guide that will ensure consistent branding throughout chair transitions

**Time Commitment:** This YNPN - Madison Board of Directors meets every three weeks. Ongoing responsibilities require 1-4 hours of work per week. Board Members are also expected to regularly attend YNPN events.

**Position Benefits:** In addition to gaining experience utilizing marketing and communications skills, implementing a marketing plan, and following a brand guide, general board members benefit from

- Gaining exposure to nonprofit governance procedures
- Developing and enhancing leadership skills
- Meeting awesome people who also want to enhance the nonprofit sector
- Learning about other young professional membership and nonprofit organizations
- Eligible to be elected as President after one year of service