



POSITION DESCRIPTION & RESPONSIBILITIES

POSITION:

Communications Chair

POSITION SUMMARY:

The Communications Chair is charged with partnering with Miami University and the Communications Committee to set the communications plan for the Chapter and to ensure that consistent and effective messaging is sent to Miami Chicago Alumni in order to keep them informed and educated of the Chapter's activities and opportunities, as well as, their alma mater.

DUTIES & RESPONSIBILITIES:

- Building out our group on social networking sites (i.e. Facebook, Linked-In, Alumni Site).
- Maintain up-to-date contact information for Chicago Alumni base.
- Increase the overall chapter base size.
- Develop annual communications plan (events, dates, audiences, etc).
- Communicate all chapter events and activities using all possible (and applicable) vehicles (Facebook, Email, Mailing Address, etc).
- Responsible for conducting an annual, multifaceted campaign to tell all area alumni about the chapter and to encourage their involvement.
- Responsible for maintaining, handling and publicizing all chapter news; is familiar with local media resources.
- Responsible for updating the chapter Web page and Facebook page, sending out electronic announcements, and working with the various other committees.
- Review annual communications goals and strategies, and provide guidance.
- Monitor program changes and issues and provide advice and support.
- Maintain an overview of University Communications initiatives and provide advice and guidance.
- Review the past performance of chapter communications initiatives against goals and standards and make recommendations to executive board and committee for continuous improvement.
- Stay abreast of trends and recent developments in the field of communications.
- Write a yearly update on the progress of the communications of the chapter to submit to Executive Board records.
- Succession Planning: Ensure that the responsibilities of this position are effectively handed off to the next alum filling this position.

Potential Committee Sub Groups:

- Communications, advertising and marketing
- New Media/Web Development
- Public Relations
- Strategic Initiatives