Communications Directors

Presented by: ASID
Job Description Overview

www.asid.org/about

• Plans and executes communications functions of the chapter.
• Serves as a voting member of the chapter board of directors.
• Supports the mission, policies and programs of the Society.
• Orients successor communications director.
Job Description Overview

www.asid.org/about

• Ensures that all chapter communications are conducted in accordance with the Society’s brand.
• Works with staff as needed to develop communications and strategies.
• Works with committee responsible for chapter award and other volunteer recognition programs.
Resources & Tools:

• Chapter Board Position E-mail Account
  – communications@yourchapter.asid.org
    (communications@al.asid.org)
  – https://portal.office.com

• Brand Central
  – asidbrandcentral.com/
Resources & Tools:

• Resources on ASID.org
  – asid.org/resources
  – chapters@asid.org

• 24Watch Content Management System (CMS)
  – chapterdomain.asid.org/admin
    (ex: al.asid.org/admin)
Resources & Tools:

Each other.
Top Objectives

1. You provide oversight on all media channels on behalf of your chapter.

2. You are the facilitator for all communications channels between HQ and your Chapter to develop content, and communication strategies.

3. You are the liaison between your Committee, your Chapter members and your Board to facilitate all messaging related to chapter and HQ news, and events.
THANK YOU!