

Communications Directors

Presented by: ASID

AMERICAN
SOCIETY OF
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DESIGNERS



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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
 - brandcentral.asid.org/

Resources & Tools:

- Resources on ASID.org
 - [asid.org/resources](https://www.asid.org/resources)
 - chapters@asid.org
- 24Watch Content Management System (CMS)
 - chapterdomain.asid.org/admin
(ex: al.asid.org/admin)

Resources & Tools: Each other.

The screenshot shows the Outlook interface. At the top, the 'Office 365' and 'Outlook' logos are visible. Below the navigation bar, the search bar contains the text 'Chapter communication'. The search results pane on the left shows 'Exit search' and 'Search results from:' with options for 'All', 'Your contacts', and 'Directory'. The main search results area displays 'Search results for "Chapter communications"' and 'Showing 2 results'. A single result is shown: a green circular profile picture with 'CD' inside, followed by the text 'Chapter Communications D...' and the email address 'chaptercommunicationsdirectors@asid.org'. To the right of the email address are icons for an envelope and a calendar.

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!

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