

**AAUW Greater Naples Branch
Director for Communications**

COMMUNICATIONS DIRECTOR RESPONSIBILITIES:

- Have overall responsibility for internal and external communications and for publications originating in the branch.
- Chair the Communications committee that may include the newsletter editor, webmaster, social media, and publicity chair.
- Recruit committee members, but they must be appointed by the President with the approval of the board or the executive committee.
- Develop a communications action plan and flow of communication.
- Coordinate and collaborate with Social Media Coordinator.
- Be aware of Communication budget; including Constant Contact, Site Resources, Promotions, Zoom Subscriptions.
- Database for Constant Contact newsletter addresses is updated by Greater Naples Branch Treasurer, who maintains membership dues information.
- Respond to "Contact Us" inquiries- forward to the President.
- An annual written Communications report should be sent to the President by April 15. The report should include a report from the Social Media Coordinator.

Monthly Responsibilities

- Attend and submit a monthly report to the Branch Board as well as deliver a Communications report at the monthly Branch meetings.
- Issue a due date for newsletter submissions; notify Presidents (both Branch and Foundation), Board members, Sig Leaders, Event Chairs of due date; forward all submissions to the Gulf Breeze newsletter editor, Master Calendar person, and Social Media Coordinator.
- Check public communications information publicizing open Branch meetings and other Branch activities/events with Press Release person.
- President's review and approval is necessary for all publications.