



Position Description

Communications Director

- Plans and executes (or oversees committees and task forces responsible for planning and executing) communications functions of the chapter including some or all of the following:
 - Newsletter
 - Web site
 - Public relations/media outreach
 - Directories
 - Other internal and external communications
- Serves as a voting member of the chapter board of directors
- Supports the mission, policies and programs of the Society and chapter as adopted by the Society and chapter boards of directors
- Ensures that all chapter communications are conducted in accordance with the ASID brand identity and standards
- Ensures that all chapter communications are in accordance with ASID organizational messages and strategic direction
- Ensures that all chapter communications are directed appropriately towards particular audiences and member segments, i.e., practitioners, students, industry partners, consumers of interior design, professionals representing other industries, stakeholders, etc.
- Orients successor communications director
- Works with communications staff at ASID headquarters as needed to develop communications and strategies
- Works with committee responsible for chapter award or other volunteer recognition programs
- Supports the chapter board, committees and task forces regarding chapter communications

ROLES AND RESPONSIBILITIES

The communications director is responsible for ensuring that all communications from the chapter are accurate, on message and in compliance with the Society's brand and stylistic standards. It is critical that the communications director communicate regularly and work closely with the communications and knowledge resources team at ASID headquarters to ensure both have the most current information.

The communications director supports the chapter by

- Overseeing the production and operation of the chapter's major communications vehicles: chapter newsletter, chapter Web site, press releases, public service announcements, speeches and PowerPoint presentations. (Some of these functions may be performed by the chapter administrator, volunteers within the chapter or service providers, as needed; however, the communications director should review and approve all communications before they are disseminated.)

- Serving as the chapter's primary contact with the media
- Developing and monitoring a communications and outreach plan that supports the chapter's strategic plan
- Assisting the chapter leadership with crafting communications that further the goals and key messages of the chapter

The communications director supports the Society by

- Providing information about chapter activities, events and awards to the communications and knowledge resources department at ASID headquarters
- Providing information about the professional accomplishments of members within the chapter, such as design projects, awards and appointments to councils and committees, to the communications and knowledge resources department at ASID headquarters
- Promoting the mission, vision and key messages of the Society to the local interior design community and the public
- Ensuring that all chapter materials comply with ASID brand standards and style requirements

COMMUNICATIONS FUNCTIONS

Most likely, the communications director will need to recruit additional volunteers or use a service provider to assist with producing the chapter newsletter, Web site and other communications materials. In some chapters, the chapter administrator may be able to perform some of these functions.

WEB SITE MANAGER

The technical maintenance of the Web site should be done by someone knowledgeable in Web page creation software and coding (e.g., html, xml, Java), preferably an experienced Web site developer or administrator. However, someone within the chapter needs to monitor the Web site regularly to ensure that the information is accurate and current, and that it complies with ASID brand standards.

Responsibilities

- Monitors and updates as needed information on the chapter Web site
- Ensures the chapter Web site complies with ASID brand standards
- Works with the Web site administrator to resolve problems with the Web site, should they occur
- Advises the chapter leadership on future developments for the Web site

Preferred Experience/Background

- Excellent proofreading, grammar and spelling skills
- Some familiarity with how Web pages are designed and operate
- Basic knowledge or familiarity with html coding is preferable
- Experience with Web browsers, uploading and downloading files, and managing digital images is preferable



NEWSLETTER EDITOR

Responsibilities

- Solicits and compiles information and images to be included in the chapter newsletter
- Writes material for the newsletter as needed
- Proofreads and edits, as needed, copy to be included in the chapter newsletter
- Coordinates with advertisers to gather ads for the newsletter, if appropriate
- Designs or works with a designer on the layout for the chapter newsletter
- Arranges for printing of the newsletter or delivers newsletter material to the printer/publisher, as needed
- Reviews print proofs of the newsletter prior to press
- Arranges for delivery of newsletter via surface mail or e-mail, as needed

Preferred Experience/Background

- Excellent proofreading, grammar and spelling skills
- Good writing skills
- Editorial and/or journalism experience is desirable
- Some familiarity with print production is desirable
- Knowledge of style formats, especially AP Stylebook

PR/MEDIA COORDINATOR

Responsibilities

- Serve as one of main chapter contacts with the media, along with the communications director and chapter president
- Work with the communications director to create a PR/media plan directly related to the chapter's overall strategic plan
- Creates and updates chapter media lists
- Cultivates and maintains relationships with media
- Writes and distributes chapter news releases and media advisories
- Serves as an ad hoc member of any special events committees (e.g., chapter awards committee) to provide PR counsel, as needed
- Provides communications director with updates on PR initiatives

Preferred Experience/Background

- Experience and or interest in working with the media (some experience is, of course, preferred)
- Journalistic writing background
- Knowledge of Associate Press style
- Willingness to attend spokesperson training session at INTERIORS