**8/01/23**

Director for Communications, AAUW Florida 2023 Job Description

Bylaw X.c6a: *The Director for Communications shall be responsible for all internal and external communications;*

*b: be responsible for publications originating in AAUW Florida.*

The Director of Communications has an overall responsibility, as a member of the Board of Directors, to ensure the tasks are done. The following suggestions are provided:

1. Appoint a Communications Committee. Committee members should assist the Director in promoting the policies and programs of AAUW FL and AAUW National through state publications and other forms of media. One required position is Web Manager.
2. Establish contact lists in order to disseminate information in a timely and efficient manner.
3. Maintain up-to-date information on the website with the Web Manager, maintain a social media presence, and maintain electronic communications with members. Periodically ensure that the website information is up to date.
4. Ensure that communications are part of the AAUW FL strategic plan.
5. Evaluate previous AAUW FL communication efforts and assess current needs.
6. Be responsible for publishing and distributing an informative floriVision, the state newsletter, at least two (2) times during the fiscal year to all members and other designated to receive the publication, *one in the Spring before the annual meeting, the other in Fall, to start a new fiscal year.*
7. Provide guidance and assistance to branches in media relations, preparations of press releases, newsletters, web site content, etc.

8. Host occasional zoom meetings with the branch communication chairs. Maintain regular contact with the branch communication chairs. Share successful strategies.

9. Assume responsibility for developing and maintaining press and media contacts. [Source of media contacts for your area and the state can be accessed through your county public affairs officer.]

**10.** The previous co-directors created a monthly update to keep members informed of events around the state, and it is at your discretion whether you continue this or not.

**SPECIFIC RESPONSIBILITIES to AAUW National:**

When representing AAUW, adhere to AAUW positions on key issues.

Adhere to the AAUW style guide and logo. Send media clippings to National when appropriate.

Liaise with other AAUW branches such as Membership, Public Policy and Programs.