

POSITION DESCRIPTION: AAUW FL DIRECTOR FOR COMMUNICATIONS

Position overview: Promote visibility for AAUW FL's mission and programs among AAUW members and residents throughout the state.

Overall responsibilities:

- Appoint a Communications Committee. Committee members should assist the Director in promoting the policies and programs of AAUW FL and the Association through state publications and other forms of media, marketing, and coordination with AAUW.
- Utilize Electronic Communications to disseminate information in a timely and efficient manner.
- Ensure that communications are a part of the AAUW FL strategic plan.
- Evaluate previous AAUW FL communications efforts and assess current needs.
- Be responsible for publishing and distributing FloriVision at least three (3) times during each fiscal year to all members and others designated to receive the publication.
- Prepare press releases on any AAUW FL newsworthy event as well as for the annual state convention.
- Provide guidance and assistance to branches in media relations, preparation of press releases, newsletters, web site content, etc .
- Along with the AAUW FL president serve as the AAUW spokesperson within the State.

Specific responsibilities to the AAUW FL branches: Maintain regular contact with the branch communications chairs. Share successful strategies with them.

Specific responsibilities to the state: To publish and distribute at least three issues of a state newsletter that is both interesting and informative in a timely manner.

Specific responsibilities to the Association. Increase visibility for AAUW initiatives and events by disseminating AAUW to Florida media. When representing AAUW adhere to AAUW positions on key issues. Adhere to the AAUW style guide. Send media clippings to the Association.

Specific leadership skills helpful to the position: Public speaking, media relations, marketing, planning team building, consensus building, publications management and design, and web site design, management and maintenance.

Time Commitments: With the time necessary to accomplish the above responsibilities, serve on the AAUW FL state board of directors, attend all state board meetings and the state convention. Attend regional conferences and the Association Convention if possible.

Adopted 12/11/2023