# COMMUNICATIONS/MARKETING/SOCIAL MEDIA

COMMUNICATIONS

# DESCRIPTION:

Elected or appointed volunteer responsible for strategic management and coordination of communication channels in accordance with chapter policies and bylaws. May coordinate/collaborate with other volunteers responsible for executing communications plans.

# RESPONSIBILITIES:

## 1 Strategy and Planning

* Define and regularly update chapter communication and social media strategy, crisis communications plan, policies, goals, and objectives.
* Maintain a communications and social media schedule that details all chapter communications across all channels including chapter membership and other external audiences; supervise and support all communication channel activities of the chapter.
* Balance the need for timely communication with the goal to keep communication concise, timely and appropriate.
* Develop and implement succession and transition plan for the role.

## 2 Execution

* Execute communications and social media plans/ calendars, communicating in a timely manner with chapter members and the greater community.
* Perform and uphold duties, as specified by the chapter bylaws, board policies and procedures.
* Submit planned chapter events to PMI’s Event Calendar form to be shared with a broader audience: https://[www.pmi.org/events/calendar/](http://www.pmi.org/events/calendar/) posting-policy-form.
* Support chapter events with communication planning and execution.

## 3 Collaboration

* Collaborate with chapter volunteers responsible for Marketing, Web/Technology, and Finance to ensure alignment and consistency for chapter members.
* Manage the chapter’s approved communications budget, in cooperation with finance officer.
* Consult and collaborate with all members of the board to coordinate the communication needs of the chapter.

# BUSINESS ACUMEN SKILLS:

* Experience in developing communications strategy and supporting communication plans
* Knowledge of PMI global and chapter brand guidelines
* Strong knowledge of common communication vehicles (i.e., Newsletters, annual plans, email communications, etc.)

# POWER SKILLS:

* Excellent writing
* Public speaking/presentation
* Technical tools
* Team building
* Knowledge of social media platforms

\**Recommended role for effective chapter operations and providing member value*

Functional Areas and Associated Roles and Responsibilities

Chapter Volunteer

19 Role Delineation Study Results