

## **Volunteer Position: Communications Chair** **Committee: Communications Committee**

### **Committee Mission:**

To practice what we marketers preach – the Communications Committee creates engaging content that both promotes the chapter and informs and educates professionals within the AEC industry. The committee coordinates and communicates SMPS CT's initiatives and schedule of events.

Responsibilities include: writing event/initiative press releases, managing the organization's social media accounts, creating graphics for social media, coordinating content for SMPS CT's blog, maintaining the Chapter website, promoting sponsors, and designing emails and miscellaneous chapter materials.

### **Volunteer Contribution:**

The Communication Chair is the individual responsible for managing communications for the SMPS CT chapter. Duties include developing and managing engaging content to communicate SMPS CT's initiatives and schedule of events. The Chair will work closely with each Committee and the Board of Directors to manage and maintain a consistent voice for the chapter's communication.

### **Estimated Time Commitment:**

8 hours per month.

### **Responsibilities:**

- Manage overall communication logistics and delegate tasks to Communications Champions
- Lead monthly committee meetings and take meeting minutes
- Submit a monthly communications status report, including committee achievements, to the SMPS CT Board of Directors.
- Attend and participate in Monthly Board Meetings; additionally, relays all pertinent information discussed to the Committee
- Manage and maintain majority of SMPS CT's website utilizing StarChapter. Exclusions include program information and sponsorship information/catalogue.
- Works with other committees to communicate special chapter initiatives (Membership Drive, Sponsorship Opportunities, Program Notices, etc.)
- Manage SMPS CT's social media platforms. Delegate tasks to Social Media Sub-Committee
- Prepare annual committee budget

### **Professional Development:**

- Leadership Skills
- Communication Skills
- Graphic Design Skills
- Strategic Planning

- Networking and Building Professional Relationships

**Requirements:**

- Ability to attend all monthly Board and committee meetings
- Strong leadership and delegation skills
- Strong organizational skills
- Strong written and verbal communication skills
- Strong graphic design skills utilizing InDesign
- Ability to learn quickly as it pertains to social platforms, communication platforms, databases and back-end website dashboards

**For more information please contact: Jocelyn Taylor, SMPS CT Communications Chair, [communications@smpsct.org](mailto:communications@smpsct.org).**

**About SMPS Connecticut:** *The Connecticut Chapter of SMPS was created in 1982 as the Southern New England Chapter. In 2004, we realigned our focus and were renamed to align more closely with our core geographic membership in Connecticut. SMPS CT's membership includes over 100 professional marketers from all over the state and at all levels and stages of their careers. We join SMPS National in extending our mission to ADVOCATE for, EDUCATE, and CONNECT leaders in the building industry. SMPS CT's vision is for premier professional service firms to recognize SMPS as their most trusted resource for building business and achieving success.*