

Volunteer Position: Website / Graphics Designer **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 Website/Graphics Designer is responsible for creating graphics and marketing collateral. Marketing collateral is created on an as needed basis. Responsibilities include, updating the slider graphics on the website home page, and updating the SMPS CT New Member Handbook. They coordinate with the Communications Chair for final approval.

Estimated Time Commitment:

1 hour per week.

Responsibilities:

- Update content on website
- Prepare marketing collateral and flyers using SMPS Brand Style Guide

Professional Development:

- Graphic Design

Requirements:

- Strong graphic design skills utilizing InDesign
- Attend all committee meetings with no more than three absences
- Strong written and verbal communication skills

For more information please contact: Jocelyn Taylor, SMPS CT Communications Chair, JTaylor@BLCompanies.com

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.*