

AAUW Crystal Lake Area (IL) Branch

Job Description - Publicity/Communications

TERM: Appointed position for a one-year term.

OVERALL DUTY: Develop consistent and clear messaging for members and the public, utilizing AAUW Branding Kit and assorted communication tools.

BOARD MEETINGS (as scheduled): Required to attend.

NECESSARY SKILLS: Proficient computer skills. Familiarity with Google Suite, social media, Word Press or other website software, MS Office.

DUTIES AT LOCAL LEVEL:

- ❖ Maintain Branch Website (Word Press format)
- ❖ Regularly post to social media (Facebook page)
- ❖ Prepare and send press releases for meetings, programs, and special events.
- ❖ Utilize MailChimp Email Account: Create/send monthly email blasts with photos, links, upcoming events for members and potential members. Maintain contact lists.
- ❖ Utilize Branch Google Account:
 - Maintain Branch Contact List
 - Email members as needed.
 - Forward inquiries from the “Contact Us” form on our website to the appropriate board member as they come into the Gmail Inbox.
 - Update Google Calendar with all branch events.
 - Explore and use other Google Account products, such as Google Forms, Docs, Sheets, where helpful and appropriate.

DUTIES AT STATE LEVEL: None

DUTIES AT NATIONAL LEVEL: None

Revised: September 2023