

## **AIGA DFW Communications Chair**

*Minimum Tenure: 2 years*

*Maximum Tenure: 4 years*

### **Mission:**

Communicate chapter events and initiatives to the design community at large in alignment with the organization's mission and values to invite and encourage engagement.

### **Responsibilities:**

- Manage a team of volunteers to maintain public communications between the organization and the DFW design community. Team responsibilities include:
  - Publishing events to Eventbrite
  - Newsletter development and scheduling
  - Website edits and maintenance
  - Managing social media presence (LinkedIn, Facebook, Instagram, Twitter).
- Direct all creative to be shared on social media and the website in accordance with AIGA brand standards and AIGA social media guidelines.
- Review and make edit requests on all artwork to ensure that only strong, professional creative is approved and published, maintaining a positive, consistent image for the organization.
- Collaborate with the executive board to deliver key messages of chapter goals.
- Maintain a deliverables calendar to ensure that events are live 6 weeks in advance.
- Work with each committee to effectively communicate their needs, goals, and events to the public.
- Monitor event registration and strategize as needed to ensure maximum attendance and generate excitement.
- At board meetings, ask for written announcements of new initiatives, blog posts related to committee work, etc to keep the "news" section of the website frequently populated.
- Ensure team responsiveness to all inquiries / comments across social channels.
- Hold monthly committee meetings to discuss goals, remind team of best practices, applaud achievements, strategize engagement, and plan changes as necessary.
- Maintain one-on-one contact with team members to ensure that strengths are leveraged and that individuals are satisfied / feel like an appreciated part of your crew.

### **Skills + Traits:**

- Excellent verbal and written communication skills.
- Expert level knowledge of design principles and standards.
- Comfortable critiquing the work of others and requesting iterations.
- Experience managing people and keeping them motivated.
- Organized and can easily multitask
- Ability to manage and monitor multiple people and different projects.
- Comfortable working remotely: resourceful, independent, self-motivated, use of digital tools, team player, cross-cultural literacy