



## **Director: Communications & Marketing Job Description Updated 9.8.2023**

### **Term**

- Two Years
- Director will take office at the Annual Chapter Meeting in December.

### **Description of Role**

The Director: Communications & Marketing will work as a team with the Executive Board. Marketing and Communications Director works directly with the Communications Committee to manage marketing efforts for IATA. The director aids in managing e-alerts for membership in a timely and consistent manner, and keeping logins and passwords current for all communications platforms in google drive administrative folder. This Director is one of seven voting members that makes up IATA's Executive Board.

### **Desired Attributes**

Excellent Communication Skills, Accessible, Organized, Diplomatic, Flexible, Ability to delegate, Detail-oriented, Patient, Able to work independently and as a team and Commitment to follow-through. Ability to use constant contact, and Weebly website platform a plus (but not required) \*Open to learning to use technology is a must.

### **Responsibilities**

- Maintain membership in IATA.
- Attend and actively participate in all Board and Chapter Meetings
- Assist President in preparing and submitting Chapter paperwork as delegated.
- Set annual goals at first board meeting
- Managing advertisement, and store media for advertisement. Publish advertisement on e-alert for one-time advertisers, publish on e-alert, website, social media for ads that are 6-months or more.
- Communication director is not responsible for making advertiser's media such as their posts to be used on e-blast, website or social media. They have to provide them ready to use.
- Collect information and manage the "find an art therapist" photo directory.
- Collect information to include in e-alert (e.g. job openings, workshop announcements, chapter news, etc.) and send e-alert out every Month to membership
- Keep BOD informed through direct report to the Board Committee & Community Liaison as well as though attendance at board and chapter meetings, and written reports.
- Aid in communicating with committees and streamlining communication amongst the board, committees, and membership
- Work towards creating marketing materials consistent with AATA in an effort to promote IATA
- Coordinate with the Conference Committee to aid in marketing with the annual conference.
- Take on additional responsibilities as requested by the President.

**Approximate Time Commitment Per Week:** 1-2 hours. More hours required during peak periods of Chapter activity, such as week prior and following Chapter or Executive Board Meetings.