



Director: Communications & Marketing Job Description 12.15.14

Term

- Two Years
- Shadowing for the role begins in mid-September through December of the year leading up to term.
- 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, social media communication on Facebook, Twitter and LinkedIn, 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 social media, constant contact, and Weebly website platform a plus (but not required) *Open to learning to use technology a must.

Responsibilities

- Maintain membership in IATA and AATA
- 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
- Collect information to include in e-alert (e.g. job openings, workshop announcements, chapter news, etc.) and send e-alert out every two weeks to membership
- Manage social media communication on Facebook, Twitter and LinkedIn. Post photos of events, announcements and art therapy news
- Keep BOD informed through direct report to the Board Committee & Community Liaison as well as through 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 Conference Committee to aid in marketing with the annual conference.
- Take on additional responsibilities as requested by 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.