

DIRECTOR OF COMMUNICATIONS

The responsibilities of the Director of Communications shall be as follows:

- Responsible for overall branding and publications consistency for Chapter activities and events
- Coordinates design oversight and publications content management for all major events
- Distributes Chapter communications (program announcements, special event announcements, etc.) to distribution list
- Provides oversight and management of the Annual Scholarship and Awards Ceremony Committee Chair and functional communications activities

Distribution/Mail List Management

- Receives new contacts from various sources (membership chair, program RSVP lists, and inquiries from the general public) and update email distribution lists as changes occur
- Utilizes technology made available by WTS International and corporate members to ensure contact information is accurate, accessible, and data can be abstracted efficiently
- Establishes professional relationships with key media contacts in the community
- Collaborates with the scholarship committee on student outreach
- Sends out press releases to local and national media as events necessitate
- Maintain and update content of Chapter pages on the WTS International website, and Social Media pages
- Submits articles on behalf of Chapter to WTS International publication or recommends such submissions to appropriate Chapter leaders
- Photograph chapter events post to website and social media pages within two working days.
- Archive photos and chapter event information to a back-up device on a monthly basis
- Post media releases and local chapter events to the chapter website
- Provide design support to include layout of fliers, presentation boards, PowerPoint presentations, brochures, web page layout, etc.