



## Communications Co-Chair Job Description

The primary responsibility of the communications co-chairs is to provide regular reporting of MHSCN news and events to the membership. Co-chairs are responsible for all newsletter editorial functions and for keeping the membership informed about the action of the Executive Board and MHSCN committees.

### Responsibilities

- Attend board meeting and provide monthly updates to board members.
- Attend MHSCN events as a board representative.
- Serve as primary point person for communications to membership.
- Serve as back up to Webmaster committee member. Ability to access website and update as needed.
- Ability to review and access to the membership database to gain membership listing.
- Develop and execute a communications plan/calendar to create awareness of MHSCN and engage membership. Plan should involve, but is not limited to communicating with the membership using tools such as websites, blogs, newsletters, social media, etc.
- Create and execute communication strategies necessary to increase awareness of MHSCN issues, accomplishments, and actions, and more directly involve the membership in the workings of MHSCN.
- Provide relevant information (i.e. events, announcements, stories, photos, documents, etc.) to the membership.
- Coordinate, write and distribute messages to the membership. (Networking and programming committee members are also responsible for the development of content).
- Assist committee chairs with promotional awareness via email and social media as needed.
- Maintain templates, processes and supporting documents in Basecamp.
- Obtain and/or utilize committee members.
  - Facilitate discussion and brainstorming sessions with members of the communications committee for upcoming articles on a semi-annual basis.
  - Delegate communications-related tasks to the communications committee.

### Qualifications

- Must be MHSCN member
- Must have leadership, organizational and promotional skills
- Marketing communications experience
- Ability to communicate/write effectively, open to ideas/topics, creative thinker, knowledge and interest in the organization.
- Ability to delegate duties to other members of the communications committee
- Ability to work independently with little supervision
- Dependability and follow-through
- Ability to meet deadlines
- Ability to use (or learn to use) software to send communications

### Time Commitment

- Board meetings and other board communications/activities: 3-5 hours/month
- For the 2-4 weeks surrounding each event, 5 hours per week (total: 25-30 hours/year)
- Coordinating/writing/editing articles: 2-4 hours/month

### Measures of Success

- Responses to member survey questions pertaining to communications
- Strong attendance at MHSCN conferences and events
- Impressions and clicks on social media platforms
- Open rate and clicks on emails sent