



## *Job Description: Digital Communications Chair*

### Position:

Digital Communications Chair

Team Co-Chair: Yes

Report to: IAND President

Voting Status: Non-voting

Elected Position: Appointed

Term of Position: Two year

Effective Date: June 1<sup>st</sup>

Responsible for Budget: Media/PR

Expenditure Approval Needed: Yes

Board Meeting Attendance: Mandatory

### **Objectives**

Serve as resource to state and districts on social media training.

Serve as the IAND link for state, districts, and the Academy Public Relations Activities (National Nutrition Month).

Serve as Co-Chair of the Public Initiative Team and oversee IAND Media and Kaleidoscope Awards.

Promote IAND Spring Meeting.

Participate in timely delivery of membership educational opportunities, awards, and public policy on social media.

### **Meetings**

- Attend IAND Board Meetings and Annual Meeting in April.
- Attend Day at the Statehouse in Feb/March.
- Participate actively at Board meetings.

### **Reports**

- Submit reports social media and outreach reports.
- Prepare updated job description to incoming President by end of April.

### **Budget**

- Budget to Treasurer in April.
- Prepare a budget for the position for the next year, in cooperation with Nominating Committee Members and incoming Nominating Committee Chair.
- Adhere to budget and become familiar with IAND budget process.

### **Travel Expectations**

- IAND Board Meetings
- Day at the Statehouse in Feb/March
- IAND Annual Meeting in April

***Responsibilities:***

1. Possess a working knowledge of IAND Bylaws, Standing Rules, and Policy & Procedure Manual.
2. Answer correspondence within 1-2 business days, with copies of correspondence given to appropriate officers and chairpersons.
3. Participate in assigned Initiative Team and in the development of its program of work and accompanying budget.
4. Prepare a plan of work for the year.
5. Ability to volunteer five to ten hours per month for social media posts.
6. Ability for flexibility to accommodate short-notice deadlines.
7. Provides editorial and/or graphic design support for IAND print materials and publications and works with Districts as needed for support.
8. Coordinate and assists in planning activities in all Districts for National Nutrition Month.
9. Submit call for nominations for Newsletters 1 and 2 for members to nominate potential candidates for the Academy Media Awards and IAND Kaleidoscope Award. Select and contact awardees and present awards at Spring Annual Meeting.
10. Coordinate timely delivery for membership educational opportunities, awards, and public policy on social media. Respond to social media comments in a timely manner.
11. Available for public relations planning with IAND and /or district board and Strategic Partnership Coordinator.
12. Prepare report quarterly for IAND Board on media outreach successes.
13. Attend the Academy's free, online social media webinars.
14. Provide Treasurer with properly prepared expense reports.
15. Respond to request from the Academy regarding position activities.
16. Perform other duties as assigned by the IAND President.
17. Prepare and update files for end of term of office. Provide files and orient next fiscal year's volunteer as to duties of the office.
18. Review job description and submit suggested revisions to IAND President at April Board meeting.

***Resources available from the Academy***

- Academy Spokespersons
- Academy Press Releases
- Academy Public Relations and Public Policy Team
- Academy Action Alerts
- RD's Weigh in Blog