

## **AAUW State Communications Chair**

**Overview of position:** gain visibility for AAUW's mission and programs among AAUW members and external audiences statewide.

### **Overall responsibilities:**

- Evaluate previous state communications efforts and assess current needs;
- Develop a communications action plan with specific and measurable goals and objectives;
- Convene a state communications committee. Assign accountability for the various components of your communications plan, such as media relations, newsletter development and distribution, and website submissions;
- Work with other state officers and committees to help gain visibility for state priorities including program, public policy and the Voter Education Campaign, membership, diversity, Funds, and leadership;
- Serve as a consultant to branch communications chairs in the areas of media relations, newsletters, websites, and planning/goal setting;
- Serve, along with the state president; as a media spokesperson for Indiana;
- Develop and oversee the communications budget in your state.

**Specific responsibilities to Indiana branches:** maintain regular contact with branch communications chairs. Share successful media, publications, and website strategies with branches.

**Specific responsibilities to National:** gain visibility for AAUW initiatives by disseminating AAUW information to the media in your state. When representing AAUW, adhere to AAUW positions on key issues. Adhere to the AAUW style guide. Send press clippings/links to National.

**Specific Leadership skills helpful to the position:** public speaking, media relations, marketing, planning, team building, consensus building, publications, website management and design

**Time commitments:** along with the time necessary to accomplish the above responsibilities, serve on the state board of directors and other committees as assigned. Attend state conventions and board meetings. Attendance at the AAUW national convention is strongly encouraged

**Available resources:** AAUW's website; *AAUW in Action*; *AAUW Outlook*; *Action Alert*; *Get the Facts*; *Leader Toolkit*; *Diversity Toolkit*; *President's Tool Kit*; membership materials; *AAUW Style Guide*; AAUW media relations, publications, and website staff.