



Communication Lead

The Communication Lead collaborates with Regional Leadership Team members to promote regional programs and events.

Key Competencies: Marketing and Branding, Volunteer and Staff Management

Specific Responsibilities:

- Coordinates with Regional Leadership Team (RLT) members and NACA staff to create a communications plan outlining marketing strategies to promote regional programs and events.
- Adheres to deadlines for marketing and communications as outlined by NACA staff.
- Provides consistent application of standards outlined in the NACA® Style Guide for virtual and in person marketing materials.
- Records, edits, and distributes minutes from all meetings.
- Work with the Office to learn and implement the Association's marketing strategy.
 - Including, but not limited to, acting as a brand ambassador for NACA by posting about Association events and services on personal social media platforms and NACA Connect communities to drive awareness and encourage member engagement.
 - Encourages fellow RLT members to do the same.
- Serves as an advocate within the RLT, ensuring the team understands the Association's Mission, vision, and Statement on Diversity and works to ensure these ideals are addressed in regional programs.
- Additional responsibilities as assigned and agreed upon with NACA staff liaison.

Qualifications/Expectations:

- Attends volunteer meetings via Zoom and attends NACA programs whenever possible.
- Must be a part time (50%) or full-time professional staff member at a NACA member institution.
- Volunteers are encouraged to speak with a supervisor about professional opportunities presented by volunteering with NACA, such as professional and personal growth, and possible financial support.
- If the volunteer changes jobs during the position's term, NACA office staff must be informed of this change within two weeks.
 - If the new institution is not a member, they must join as a member within 30 days of hiring.

Association Support:

- Access to NACA Google Drives
- Office Liaison: Chief Operations Officer

Term of Service/Time Commitment: 1 year, May - April

- Approximately one and a half hours a week, includes meetings and independent planning.
 - *Time commitment is flexible and often dependent upon RLT-planned initiatives.*

Supervision Received: Regional Leadership Team Chair

Competencies:

- Relationship Development
- Marketing and Branding
- Volunteer and Staff Management
- Cultivating a Sense of Belonging