



### **Communications Lead**

*The Communications Lead will act as the intermediary between their team and NACA office for marketing information and initiatives. They will work with the NACA office to implement the Association's conference marketing strategy and act as brand ambassadors. The lead must attend the conference to execute their initiatives and assist with the experience.*

**Key Competencies:** Event Support, Marketing and Branding

#### **Specific Responsibilities:**

- **Pre-event Responsibilities:**
  - Responsible for project managing and gathering:
    - Website, app, & program information, including team headshots and a letter from the Conference Chair.
    - Team initiative information to include in pre-event communications
    - Compile information to update scripts for location-specific information and ensures the Conference Team has speakers prepared.
  - Work with the Office to learn and implement the Association's conference marketing strategy.
    - Including, but not limited to, posting about Association events and services on personal social media platforms and NACA Connect communities to drive awareness and encourage member engagement.
    - This may include gathering videos/photos for office marketing strategies
    - Create and schedule Conference Team social media and/or marketing initiatives
      - Onsite marketing/communications logistics identified and communicated to the NACA office.
  - Reviews Showcase Selection applications, assisting with additional recruitment as needed.
  - Maintains regular communication with NACA Office staff, integrating liaison team members as necessary.
- **On-site Responsibilities:**
  - Assist with onsite photography and/or videography.
  - Updates conference script as needed, ensuring Conference Team speakers are in place.
  - Facilitate social media/marketing initiatives on-site (ex. Prize Patrol).
  - As needed, based on team availability:
    - Staff registration table, along with NACA office attendee.
    - Participation in Marketplace Grand Opening Welcome, focusing on high energy excitement to promote interaction between attendees.
- 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.
- Assures that the Association's Mission, Vision, and Statement on Diversity are reflected in the attendee experience by helping create an inclusive, hospitable environment where all attendees feel welcome.
- Additional responsibilities as assigned and agreed upon with NACA staff liaison.

#### **Qualifications/Expectations:**

- Attends the conference for the entire event to set the tone for attendee engagement.
- Open to part-time (50%) or full-time employees of NACA member institutions.



- 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
- Conference Planning Sheet
- Access to Canva and Loomly
- NACA Liaison: Marketing & Communications Manager

**Time Commitment:**

- 7 months, term dates dependent upon conference dates.
- Approximately two hours a week, including independent planning/organization and/or meetings.
  - *Time commitment increases in the weeks leading up to the conference & is often dependent upon team-planned initiatives.*

**Supervision Received:** Conference Committee Chair

**Competencies:**

- Cultivating a Sense of Belonging
- Event Support
- Marketing and Branding
- Recruitment and Retention
- Relationship Development