



**American Association of University Women
Lake/Sumter (FL) Branch**

COMMUNICATIONS

AUTHORITY

Branch Bylaws
Article XII. Duties of Officers
Section 3

“The...directors...shall perform such duties as the president and board shall direct.”

GENERAL

- Attend Executive Committee, Board of Directors, and General Meetings
- Submit reports, as needed, to Dropbox designee in preparation for Board meetings
- Become familiar with the branch bylaws, strategic plan, and the Board position descriptions
- Submit a Continuity Report (“end of year report”) prior to the May Board meeting

TASKS

- Create and Chair the Communications Committee
- Support and work with the committee on internal and external communications, including newsletter, email blasts, website, social media, and public/media relations
- Ensure branding is consistent across communications outlets
- Work with the committee to develop a comprehensive plan for press relationship development with the Daily Sun, The Village Neighbors Magazine, and other media such as Lake County’s media outlets
- Review messages to be sent as email blasts to the membership and articles to be included in the newsletter to ensure they meet branch policies
- Work collaboratively with Membership Director, Programs Director, and others as needed to get messages out about the branch

TIMELINE

- Create timelines appropriate to projects developed

TIPS

- The director doesn't need to have the talent/skill set for every area of communications work, but rather the ability to lead and support.
- This is a newly defined position. Whoever holds the office in 2022-23 will be able to clarify the position and recommend changes to it in the future.