



# Director of Communications

## AIGA New Mexico

Oversee the development and implementation of AIGA New Mexico communications, strategies, and the communications to support our members. Ensure communications are in alignment with AIGA and AIGA New Mexico's missions and goals. Work to present a clear, unified voice that is in the best interest of the chapter and consistent with AIGA ethics and communications guidelines. Maintain the sophistication and respect of AIGA New Mexico as it communicates with its audience.

## General Responsibilities

- Ensure communications continue on time, on budget, and within terms of partner agreements
- Work with Executive Board in developing Chapter key messages
- Ensure Chapter maintains and follows updated style guide with reference to national guidelines
- Ensure Chapter communications processes are up-to-date and communicated to board and committees
- Participate in AIGA national discussions and communications groups
- Work with Board of Directors and committees to ensure Chapter communications are professional, consistent, effective, timely and in alignment with AIGA national schedules and objectives
- Negotiate committees' communications expectations regarding email announcements, social media, site posts and coverage
- Monitor AIGA New Mexico website, approve, edit, and adjust content as needed
- Attend monthly board meetings, required
- Attend major event committee meetings, as requested
- Attend other events, when possible
- Ensure proper event introductions and announcements are made
- Develop and oversee resources and committees to execute communications initiatives
- Recruit, oversee and assist Associate Directors:
  - of Content Management
  - of Social Media Engagement

## Areas of Expertise and Work Experience (Required)

1. Strong writing and editing ability, particularly experience with corporate communications, advertising, or marketing
2. Ability to develop communications strategies, including direct mail, online, and social media, especially as they pertain to marketing initiatives
3. Ability to quickly and succinctly discern and communicate key messages from abstract concepts
4. Proven team leadership skills

## Critical Knowledge and/or Skills (Preferred)

1. Previous AIGA committee experience
2. Previous experience leading/working with volunteers
3. Previous experience developing or overseeing communications plans or initiatives
4. Previous non-profit board experience a plus

## Teams & Resources

1. Work with programming directors to ensure program communications follow processes and guidelines
2. Assist Director of Membership in developing strategy and language for membership drive campaigns and to ensure alignment between member communications, communications strategies, and Chapter initiatives
3. Work with Director of Interactive Management and Director of Operations to ensure Chapter mailing lists are current and obtain for event mailings
4. Work closely with the Director of Interactive Management to help develop Chapter website and related interactive outlets
5. Be available to Chapter directors, volunteers, and partners as needed
6. Assist director of development in ensuring sponsor support is being appropriately represented on communications

## Powers, Nomination and Term

1. **POWERS:** Voting member of the AIGA New Mexico board of directors.
2. **NOMINATION:** Nominated by any AIGA New Mexico member or self-nominated for consideration by the AIGA New Mexico nominating committee; appointed to the slate by the nominating committee; ratified to serve on the board by majority vote of the Board of Directors.

3. **TERM:** 2 years, with option to reapply for second and third term. Not to exceed maximum of 6 consecutive years of (voting) Chapter board service.