

COMMUNICATIONS MANAGER

Length of Commitment: Two Years

Time Involvement: 3-5 hours per month

Duties/Responsibilities:

- Be a current member of the General Alumni Association
- Actively maintains club-specific social media accounts and ensures that GAA staff have co-administrator status
- Publicizes club activities through email, social media and the club website by:
 - Sending event invitations and club news via GAA-provided email opt-in list
 - Updating the club's online social media presence at least once a month
 - Updating the club's Alumni Spaces webpage each month, with news and/or event information
 - Post ALL club activities and events on club's alumni spaces website
 - Submitting broadcast request and app notification request forms in accordance with the submission guidelines provided by the GAA
 - Ensuring all club contact information correct and easily accessible on all club platforms
- Provides information to the General Alumni Association for printed notices in an appropriate and timely fashion
- Collects and sends information/photographs to the GAA for the Carolina Alumni Review and GAA social media accounts
- Identifies potential successors
- Attends the Club Leaders Training Workshop (highly recommended)
- Email attendees of events before, with last minute details and as a reminder, and after the event as a thank you and opportunity to market future events

COMMUNICATIONS MANAGER (CONTINUED)

- Serve as contact for scheduling broadcast e-mails with AR staff
- Take notes at club leadership meetings and send copies to club leadership team