

AAUW Maryland Communications Vice President Position Description

Purpose

The AAUW Maryland communications vice president works closely with the state president and board to develop and implement programs and other projects that promote the AAUW mission using a variety of communications tools.

Responsibilities of Each Member of the AAUW Maryland Board

- Align strategic direction of AAUW affiliates in Maryland with each other and AAUW national
- Identify and connect branches with resources, opportunities, and trainings that will empower branches to meet their goals most effectively
- Create and maintain structures that facilitate inter-branch and branch-to-state communication and collaboration
- Participate in AAUW meetings, conventions, and conference calls related to their areas of responsibility. Be responsive to requests for information and recommendations from AAUW.
- Be familiar with AAUW resources, including the website and national newsletters.
- Provide content for the *Marylander*, AAUW Maryland website, and social media (e.g., Facebook).
- Submit records to AAUW Maryland archivist.
- Present reports and presentations – as requested - at each board meeting, conference, and the annual meeting.

SPECIFIC RESPONSIBILITIES of the POSITION

Responsibilities to AAUW Maryland

- Coordinate the distribution of AAUW information among the Association, state, branches, and members via postal and electronic means.
- Request articles and reports from officers and committee chairs for publication in the *Marylander*
- Oversee the publication of the *Marylander* on a quarterly basis.
- Oversee the operation of the state web site and social media.
- Oversee the operation of virtual communications tools.
- Make the state newsletter, web site, and social media effective tools for sharing information as well as recruitment and retention of membership and increasing visibility.
- Prepare reports for state board meetings and an annual report.
- As of 10/1/2020, the State uses the following communication tools:
 - AAUW.net web site (WordPress) with technical support from AAUW National
 - Microsoft Office 10 (WordPerfect, Excel, PowerPoint, etc.)
 - Mailchimp
 - Facebook
 - Zoom
 - Google G Suite

Responsibilities to AAUW Maryland Branches

- Provide communications chairs and newsletter editors with technical support for communications tools.
- Maintain regular contact with branch communications chairs and newsletter editors to provide resources and ideas for speakers and programs to be presented at branch meetings.

Responsibilities to AAUW

- Work with the IT and Communications staffs of AAUW to resolve technical issues with the AAUW Maryland website and to assist in spreading information to members and supporters.

Skills Helpful to the Position

- Experience using IT tools such as those described above
- Experience with communications
- Previous experience at the branch or state level

Time Commitment

- Approximate time required for this position is six hours per month.

Calendar

Dates are flexible.

July	Attend summer board meeting Lead workshop at Summer Conference if requested
August	Request articles for Fall <i>Marylander</i>
September	Publish Fall <i>Marylander</i>
October	Attend fall board meeting Attend Fall Conference
November	Request articles for Winter <i>Marylander</i>
December	Publish Winter <i>Marylander</i>
January	Winter board meeting
February	Request articles for Spring <i>Marylander</i>
March	Publish Spring <i>Marylander</i>
April	Spring board meeting State Convention
May	Participate in planning for upcoming year Request articles for Summer <i>Marylander</i>
June	Publish Summer <i>Marylander</i>