

Area 1 Communications Director

Job Description

Rev. 1, Nov 2016

The Communications Director for Area 1 will manage and improve the way the board communicates with our membership, including, but not limited to, our website, periodicals, and social media. They are charged to revitalize and rethink our online presence via our Area 1 website, Fundamental Tone newsletter, and Facebook page with the most up-to-date information (e.g. concerts, workshops, spotlights, articles), membership benefits (e.g. scholarships and equipment loaner programs), and resources for event organizers and potential Area leaders (e.g. press-kits, workshop material). The Communications Director will chair a standing Communications Committee whose members will share the load of maintaining active, timely, and relevant communication throughout the Area.

Specific Duties

- Submit a report to all Area 1 Board meetings and meetings of the Area 1 membership.
- Attend all Area 1 Board meetings.
- Provide direction about content, messaging, and branding of all communication to Area 1 handbell musicians to ensure that information is disseminated in a timely and effective manner.

The Communications Committee will be responsible for many facets of communication. The following sections provide examples of the key ways in which the information is shared with the handbell musicians of Area 1. While the Communications Director, for example, ensures that the content, theme, and style is consistent across facets, they can (and should) delegate responsibilities of each medium to specific members of the committee.

Website

- Create and provide content to the Area 1 Webmaster for publication on the Area 1 Website, including:
 - Area 1 sponsored and endorsed events
 - Spotlight articles about exemplary choirs, members, events, and programs
 - Membership benefits
- Work with the Area 1 Webmaster to ensure that all information is current and of interest

Fundamental Tone

- Work with Area 1 Newsletter Editor to prepare, edit, and publish (electronically via the Area 1 website and membership email distribution list) the Area 1 Newsletter, “The Fundamental Tone”, four times a year.
 - Board members and committee chairs shall provide the Communications Director and Newsletter Editor with articles and information to be included for distribution.

Social Media

- Work with the Area 1 Social Media Correspondent(s)
- Maintain an active presence on social networks such as Facebook, Instagram, and Twitter.

Area 1 Advertising

- Create Area 1 brochures, advertisements, etc. that highlight who Area 1 is, what we do for our communities, and what we provide for our members. These could be distributed at:
 - Membership welcome and renewal packets
 - Area 1 Festival Conferences
 - Area 1 Regional Workshops
 - HMA National Seminars
- Ensure uniformity of advertising policies across publications (e.g. event booklets, Fundamental Tone)