



## **Communications Specialist**

### **Bold Goals:**

- To ensure that college chapters and alumnae associations are actively involved in successful communications efforts in their communities.
- To strive towards all members, volunteers and staff understanding their role in positive communications for Alpha Xi Delta.

### **Outline of Responsibilities:**

- Be familiar with Alpha Xi Delta's style guide and branding.
- Attend all team meetings via conference call. Submit reports of activities, concerns and recommendations prior to team meetings.
- Verify projects are consistent with Alpha Xi Delta branding and style and accurately reflect the character of the Fraternity, as defined by our vision and mission statements. Assess and recommend improvement where necessary.
  - Projects that the team may be tasked with include, but are not limited to:
    - Public relations
    - Marketing plan development
    - Special event planning (i.e. reunions, Founders' Day)
    - Chapter website guidance
    - Writing and/ or editing
    - Officer Academy and Advisor Academy training information development

### **Time Commitment:**

- Approximately 1-5 hours per week.
- Attend training and educational opportunities provided by the Fraternity.

### **Staff Liaison:**

- Assigned staff member for National Directors Network team