



Communication Lead

The Communication Lead collaborates with Regional Leadership Team (RLT) members to promote regional programs and events, as well as coordinates the production and distribution of conference marketing, publications, signage, and materials in regions assisting with conferences.

Specific Responsibilities:

- Coordinates with RLT members and NACA staff to develop marketing and communications to promote all regional programs and events.
- In regions assisting with conferences, works with NACA staff and Events Team to develop pre-conference information, conference program, and other conference materials, as well as reviews materials prior to publication. Coordinates on-site signage needs, on-site signage placement, and miscellaneous on-site printing. Assists in the development of on-site presentations and slide shows consistent with the NACA® Style Guide.
- Serves as an Association brand ambassador by marketing and promoting national and regional programs and events through personal social media accounts. Encourages and supports RLT members to do the same.
- Adheres to deadlines for marketing, communications, and publication/materials solicitation and production.
- Provides consistent application of standards outlined in the NACA® Style Guide.
- Adheres to the budget for various publications and materials.
- Provides information for the website within appropriate timelines.
- Records, edits, and distributes minutes from all meetings.
- Strongly encouraged to submit at least one educational program proposal for the conference.
- Assures that the associations Mission & Vision are reflected in the attendee experience by helping create an inclusive, hospitable environment where all attendees feel welcome and connected. This includes attending all conference and/or regional events and meetings to set the tone for attendee engagement.
- Attends all regularly scheduled regional meetings and conference calls.
- Additional responsibilities as assigned and agreed upon with volunteer supervisor and/or NACA office staff liaison.

Qualifications/Expectations:

- Supports NACA programs through attendance whenever possible.
- Attends conference and/or events within the region.
- Must be a full-time professional staff member at a NACA member institution.
- Must have approval from and support of their institution (note: support is defined as financial as well as time out of the office, etc.).
- If the volunteer changes jobs during the position's term, the new school must also be a NACA member and provide a statement of support. The NACA Volunteer Development Manager must be informed of this change within two weeks and the new letter of support must be received at the NACA Office within 30 days of selection. If not a member school, the school must join as a member within 30 days of hiring.

Association Support:

- NACA Connect
- Zoom
- NACA Google Drives

Term of Service/Time Commitment:

- January 1 – January 31 of the following year

Supervision Received:

- Regional Leadership Team Chair

Supervision Exercised:

- N/A

NACA Staff Liaison:

- Chief Operations Officer

Competencies:

- Relationship Development
- Networking and Business Relationships
- Professional Development
- Marketing and Branding
- Recruitment and Retention