



# Communications & Engagement

## Role

Reporting to the President, the Chair of Communications & Engagement will develop and maintain the strategy for all electronic media communications to the general public, to include Facebook, web page, and The Voter, correspondence, press releases, and any other electronic media that may be developed in the future.

## Responsibilities

1. Develop, implement, and evaluate the annual communications plan across the LWWNPC's audiences and closed group audience in collaboration with the Board.
  - Maintain consistency in use of logos of appropriate colors and format adhering to the LWWUS Brand Standards.
  - Generate on-line content that engages audiences and measures to assess its impact.
  - Coordinate web page maintenance to ensure new and consistent information is posted regularly and train League members posting materials.
2. Consult on the development, distribution, and maintenance of all print and electronic products including brochures, The Voter, special events, etc.
3. Track and measure impact of media in terms of member engagement.
4. Manage media contacts and develop press releases as necessary.
5. Ensure executive committee has access to all forms of media: access codes, knowledge of how to use, data gathering, etc.
6. Work with the League Treasurer for any necessary funding requests.