

IMPORTANT: All Executive Board Titles are year long positions. If you are unable or willing to commit to this position please inform Cindy Fox or someone on the Executive Board. This means, if you are planning to graduate in the Fall, you will NOT be able to apply. All new appointed Executive positions should be interviewed on at the end of the Spring semester by current President and Vice President to prepare for the following Fall semester of the new school year.

VP of Communications Responsibilities and Duties

Commitment & Leadership Expectations

- This is a **year-long leadership position** requiring strong organization, attention to detail, and excellent written communication skills.
 - The VP of Communications is responsible for **all internal and external messaging**, ensuring clear, timely, and professional communication across the Chapter.
 - Expected commitment: **8–12+ hours per week**, depending on event cycles and communication needs.
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Internal Communication & Member Engagement

- Manage and send all **GroupMe announcements and weekly emails (via MailerLite)** to keep members informed about meetings, events, and opportunities.
 - Ensure all communication is **timely, consistent, and engaging** to drive attendance and involvement.
 - Adapt and manage **new communication platforms** as needed to improve outreach and efficiency.
 - Forward meeting notes (in collaboration with the Secretary) to members who missed Chapter meetings.
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Email Marketing & Newsletter Management

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- Create and distribute a **weekly newsletter** highlighting:
 - Upcoming meetings and events
 - Job and internship opportunities
 - Chapter updates and announcements
 - Actively **source and curate career opportunities** relevant to members.
 - Ensure all emails are **professional, polished, and free of grammatical errors**.
 - Maintain consistency in tone, format, and branding across all communications.
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Event Communication & Coordination

- Set up and manage **meeting links, login information, and communication logistics** for Chapter events.
 - Lead outreach and communication with **potential and confirmed speakers** for major events (e.g., Annual Speed Networking Event).
 - Begin outreach in the **Fall semester**
 - Maintain consistent follow-up leading up to the event
 - Send **professional thank-you emails** to all guest speakers and partners after events.
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External Communication & Partnerships

- Serve as a key point of contact for **external inquiries**, responding to emails in a timely and professional manner.
 - Communicate with the **Belk College Marketing Career Counselor** to promote Chapter events and updates in the college newsletter.
 - Ensure all external messaging reflects the Chapter's **professionalism and brand standards**.
 - Escalate important updates, concerns, or opportunities to the President and Vice President.
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Website & Platform Management

- Maintain and regularly update the Chapter's **website** with:

- Event details
 - Photos and recaps
 - Important announcements
 - Ensure the **NinerEngage calendar and website calendar** are accurate and up to date.
 - Optimize platforms to ensure they are **user-friendly and informative** for members and external audiences.
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Information & Account Management

- Maintain secure and organized records of all **passwords, login credentials, and communication tools**.
 - Update passwords as needed and ensure safe transfer to future leadership.
 - Keep all communication-related systems **organized, accessible, and efficient**.
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Team Collaboration & Leadership

- Work closely with:
 - VP of Marketing (branding and messaging alignment)
 - Secretary (meeting notes and documentation)
 - Executive Board (announcements and updates)
 - Support and help onboard the **Communications Director**, ensuring they are trained and set up for success.
 - Delegate tasks when appropriate while maintaining **quality control**.
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Professional Development & Chapter Support

- Promote opportunities that support **member growth and career development**.
 - Ensure communication efforts contribute to **member retention and engagement**.
 - Exemplify professionalism, integrity, and strong communication skills at all times.
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Performance & Excellence Standards

- Ensure all communication is:
 - **Clear, accurate, and timely**
 - **Professional and error-free**
 - **Aligned with Chapter branding and goals**
 - Track engagement metrics (email open rates, attendance impact) to improve communication strategies.
 - Continuously refine messaging to increase **member participation and awareness**.
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Additional Expectations

- Be detail-oriented, organized, and **highly responsive**.
 - Maintain strong written and verbal communication skills.
 - Be proactive in improving communication systems and processes.
 - Ensure a smooth **transition and continuity** for future VP of Communications leaders.
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In Short:

- Responsible for sending messages in GroupMe and through weekly emails (via MailerLite) to all chapter members for scheduled meetings and events/activities
 - Update any other communication platforms that may be implemented in the future
- Responsible for setting up the links and log in information for meetings/activities (if necessary)
- Responsible for outreaching to and maintaining communication with potential and confirmed speakers for the Annual Speed Networking Event (Spring Semester)
 - Outreach should begin in the fall semester and communication will expectantly increase closer to the event
- Forward all old/new business notes received from the Secretary to all members who missed a Chapter Meeting
- Update all login passwords before forwarding out the information to those who are appointed to the position

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- Update website with relevant photos and information, ensure the calendar on NinerEngage and website are updated and have all information
- Ensure all passwords and login information is kept secure, organized, and filed safely
- Send emails to the Belk College Marketing Career Counselor for the Belk College of Business newsletter in regards to informing students about meetings and events
- Send weekly emails on our newsletter with job opportunities and internship opportunities for students. Actively search for opportunities to share with members and have communications director is aware and helps out with this in addition to other forms of communication. Ensure onboarding of upcoming director is good
- Responsible for forwarding any and all important information recieved pertaining to the UNC Charlotte AMA Chapter to the President and Vice President
- Responsible for sending thank you emails to our guest speakers
- Respond to all emails pertaining to the UNC Charlotte AMA Chapter in a timely manner
- All communications/emails sent should be professional and with zero grammatical errors
- Proficient with both verbal and written communication
- Exemplify student integrity and assist fellow members in professional and personal growth development.
- Communicate clearly with our sponsor and Faculty Advisor, Cindy Fox about any issues if any were to arise.

An individual in this position can expect to dedicate 8 to 12 hours per week.