

NAFSA: Association of International Educators: Region XII
Job Description: Communications Coordinator

Term: Two years

Appointment: By the Regional Chair in consultation with the Region XII Chair Stream (Chair-Elect and Past Chair)

Qualifications:

- Willingness to serve as a part of the regional leadership and work with the chair-stream on team training and conference planning
- Must have the support and backing of one's institution/organization and direct supervisor to carry out the responsibilities of the position
- Ability to attend all Region XII team meetings, NAFSA Annual Conference and Region XII Fall Conference
- Engage in routine business and online correspondence with the Region XII team
- NAFSA membership encouraged, but not required
- Strong writing, editing, journalistic, and computer skills.
- Familiarity with effective media outreach across multiple channels (newsletters, social media platforms, web, etc.)
- Ability to post/send/launch media activity on a regular bi-weekly or similar schedule, and occasionally communicate information on more immediate ad hoc timeframes (i.e. special announcements).

Responsibilities:

- Take minutes at Region XII Executive and All-Team meetings as needed
- Develop a comprehensive Regional communications strategy in consultation with Regional and District leadership teams.
- Develop and edit content and media pieces for publication across multiple platforms - newsletters, social media, etc.
- Region XII newsletter publication:
 - Create and update newsletter templates
 - Solicit and compile content from across the Region XII network
 - Solicit articles from other sources according to the interests/needs of the Region
 - Establish publication deadlines
 - In consultation with Region XII Development Coordinator and Treasurer; coordinate with newsletter sponsors to publish advertising or other content.
- Serve on Conference Committee as Communications Coordinator (additional meetings required)
 - In conjunction with the conference team, develop a comprehensive conference communications strategy including the monthly conference newsletter and supporting social media content
- Region XII Conference newsletter publication:
 - May-October, create and publish monthly Conference Newsletter
 - Solicit and compile content from conference team members
 - Establish publication deadlines
- Maintain the Region XII website and liaise with Region XII districts on website needs.



- Update NAFSA RXII Regional Team Shared Folder with information relevant to position to ensure continuity and historical information for future leaders and activities