

UMACRAO

UPPER MIDWEST ASSOCIATION OF COLLEGIATE REGISTRARS AND ADMISSIONS OFFICERS

Position Title	Communications Chair
Term Length	3 Years
Reports To	President
Revision Date	October 2023

Position Summary

The Communications Chair oversees vital communication tasks, including member messages, social media management (LinkedIn), and conference branding. They support all conference communications, drafting and publishing targeted messages. This role demands strong organizational, delegation, and communication skills, along with marketing knowledge. Valuable skills include copywriting, editing, LinkedIn promotion, and accessibility standards, with graphic design as a bonus. This position involves an average time commitment of 2-3 hours per week from January to May, increasing to 3+ hours June, July, August, September, October, and November.

Essential Functions

- **Strategic Communication Planning:** Develop and implement a comprehensive communication strategy aligned with the UMACRAO's goals and objectives.
- **Social Media Management:** Manage UMACRAO's social media accounts, creating engaging content and promoting the organization's mission and achievements.
- **Partnership and Collaboration:** Collaborate with the executive committee and committee chairs to enhance the organization's reach and impact.
 - Manage E-list/ listserv
 - Solicit committee chairs and exec for content to include in newsletters/updates
- **Performance Analytics:** Monitor and analyze the performance of communication strategies and campaigns using analytics tools.
- **Team Leadership and Collaboration:** Lead the communications team, providing guidance, support, and mentorship to team members.
 - Collaborate with Corporate Relations Chair to update sponsorship information and publish sponsors on website based on sponsorship level.
- Maintain continuity of themes, design layout, streamline navigation and increase online presence to current and potential members

Required Qualifications

- **Strategic Thinking:** Ability to develop a long-term communication strategy aligned with the organization's goals and adapt it according to the changing needs and trends.
- **Excellent Communication:** Strong written and verbal communication skills to convey complex ideas clearly and persuasively to various audiences.

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- **Digital and Social Media:** Familiarity with various digital platforms and social media channels, including knowledge of trends, best practices, and the ability to create engaging content.
- **Content Creation:** Skilled in creating diverse content formats such as articles, blog posts, videos, and infographics.
- **Editing and Proofreading:** Strong editing skills to ensure all communications are error-free, consistent, and professional in tone and style.
- **Analytical Skills:** Proficiency in using analytics tools to measure the performance of communication strategies and campaigns and derive actionable insights.
- **Networking:** Strong interpersonal skills to build and maintain relationships with members.
- **Project Management:** Ability to manage multiple projects simultaneously, ensuring they are completed on time and within budget.
- **Leadership:** Effective leadership skills to lead and motivate a team, delegate tasks, and provide constructive feedback.
- **Adaptability:** Ability to adapt to changing circumstances, emerging trends, and new technologies in the field of communication.
- **Cultural Competency:** Sensitivity and awareness of cultural differences, ensuring communications are respectful and inclusive of diverse audiences.
- **Creative Thinking:** Ability to think creatively and develop innovative communication campaigns that capture attention and resonate with the audience.
- **Collaboration:** Strong collaborative skills to work effectively with other committees to achieve common goals.
- **Time Management:** Effective time management skills to prioritize tasks, meet deadlines, and handle multiple responsibilities.