

**WASHINGTON STATE ACADEMY OF NUTRITION AND DIETETICS  
EXECUTIVE BOARD POSITION DESCRIPTION**

**DIRECTOR OF COMMUNICATIONS**

**Term:** 2 years

**Time Commitment:** The position of the Director of Communications & Publications requires approximately 10 days for each year's term in office (though this can vary based on the strategic plan and scope of work).

**Qualifications**

- ✓ Member of the Academy of Nutrition and Dietetics in the Active, Retired or Life classification and a member of the Washington State Academy of Nutrition and Dietetics.
- ✓ Active in national, state and/or district dietetic association activities.
- ✓ Media, communications, or public relations experience recommended.
- ✓ Available to serve in the office for up to two consecutive years.

**Roles**

- ▶ Serves as voting member on the Board of Directors (BOD).
- ▶ Leads the Communications Team, which includes the web master, e-update editor and newsletter editor.

**Note:**

- Volunteers may not accept honorariums for work done as part of the Washington State Academy's strategic plan and program of work.
- Volunteers are required to sign a conflict-of-interest statement at the beginning of each year.

**General Duties**

- Coordinates the communication of the Washington State Academy's BOD's positions and messages to the membership and to the public.
- Reports on activities of e-newsletter editor, web master and at BOD meetings. Completes written report on Program of Work or other activities and submits to Executive Director prior to BOD meetings.
- Provides expertise and conveys issues on public relations, media, and communications to the BOD and to the membership pertaining to the Washington State Academy's Program of Work.
- Works with the Districts in developing and implementing a media team (as defined in the program of work).
- Participates in formulating the Program of Work. Provides budget estimates for Program of Work activities as necessary and within established timelines.

- Oversees functions and activities of related committees and reports to the BOD on progress of projects and activities. Obtain BOD approval for measurements as required and communicate back to committee chairs.
- Reviews Washington State Academy Award Nominee applications and forwards to the Education and Awards Committee Chairperson as assigned.
- Oversees coordination of the Association's scheduled publications and communications tools, including but not limited to: e-newsletter, e-update, social media postings, website.
- Works in conjunction with the Awards Chair to publicize the award application process and publicity related to award recipients.

### ***Specific Duties***

- Submits annual budget requests to the BOD for the activities of the Director of Communications (early spring).
- In partnership with the Executive Director and the BOD, evaluates need for yearly coordinated marketing campaign to generate advertising and revenue to support publications. Presents recommendations to the BOD.
- Review and provide updates to the website at least monthly, in coordination with the Washington State Academy Office.
- Review the strategic plan for media/communications opportunities. Work with responsible BOD members to develop and implement plans.
- Performs other duties as directed or requested by the Academy or the BOD.

### ***General Schedule***

#### **April-May**

- If out-going: Prepare and update Director of Communications files for end of term of office. Provide files and orient incoming Director of Communications as to duties of the office. Attend BOD meeting; give reports from Communications Team.
- If in-coming: Attend the BOD meeting for orientation. Assume office (unofficially) after the Washington State Academy Annual Meeting.
- Attend all BOD meetings; give reports from Communications Team committee chairs.
- Attend the Annual Meeting.
- In conjunction with the newsletter editor and media representatives, develop media/newsletter calendar for the year.
- Assure that post-convention newsletter is finalized.

#### **June**

- If in-coming: Officially assume office of Director of Communications.
- Attend BOD meeting; give reports from Communications Team.
- Meet with Communications Team members to review the strategic plan and initiate development of project goals for the year.

#### **September**

- Attend BOD meeting; give reports from Communications Team.
- Assure that the newsletter is finalized.

**January**

- Assure that the newsletter is finalized.

**February**

- Review Award Nominee applications.

**March**

- Review position description for Director of Communications, and Express Editor; revise/update as needed.
- Complete annual report and review of position description