

# SMPS Chapter Communication Director Job Description

The director of communication focuses on all external and internal chapter communications.

## DUTIES AND RESPONSIBILITIES

- Set up Eventbrite with program and event information in coordination with the program director
- Design flyers, postcards, program handouts, and event signage
- Web site: maintain and update chapter Web site (this includes board members, membership directory, and sponsors) Eventbrite will feed into the website, so you will not have to enter the program information.
- Update SMPS Social Media: Facebook, Twitter, and LinkedIn Group
- Promotion: Coordinate photographer for SMPS events
- Public relations:
  - Write and distribute press releases
  - Develop targeted media campaign
  - Publish new board in the Wichita Business Journal and the Wichita Eagle
- Ensures timely marketing of each event