Chapter Board
Position Description

IIDA | OHIO KENTUCKY chapter

Vice President of Public Relations

Reports to: President and Board of Directors

Prerequisites:

1. Must have served on the current Board, as a City Center Director, or as a committee member at the City Center level.
2. Must have working knowledge (or desire to learn) of the following programs: Canva, Adobe Creative Suites, Facebook, Instagram, LinkedIn, and Business Meta Suite.

Job Description:

1. Work closely with the Vice President of Communications, sharing responsibilities as required, and guide City Center communications and public relations committees as a team.
2. Responsible for continuous promotion of IIDA and the Chapter to the design industry, maintaining a clear message that reflects Chapter mission, values and goals.
3. Work with and coordinate activities of the City Center Coordinators with supervisory responsibility to achieve communication goals.
4. Responsible for coordination of official publications and Chapter award submissions.
5. Responsible for maintaining and implementing Chapter graphic standards.
6. Responsible for creating graphics for and promoting all Chapter events and initiatives.
7. Responsible for running the communications/graphics committee for Chapter special events (i.e., Chapter Design Awards and/or Student Conference).
8. Provide Annual budget to Chapter President.
9. Must be an active IIDA Associate or Professional member.
10. Maintain quality digital records on Chapter Google drive that can be passed onto the next person in position.
11. Maintain an organized email inbox and account that can be passed onto the next person in position.

Committees:

Communications Coordinators
Public Relations Coordinators
Graphic Coordinators

Responsibilities:

Newsletters:

1. Assist Vice President of Communications with newsletters as needed.

Chapter Website:

2. Assist Vice President of Communications with the Chapter website as needed.

Graphics:

3. Maintain and distribute information from the IIDA Ohio Kentucky Graphics Manual.
4. Review all event graphics prior to publication, ensuring graphics meet Chapter Graphic Standards.
5. Maintain any Chapter-wide graphics standards for Coordinators to utilize.
6. Design or coordinate creation of Chapter event graphics.
7. Create and update graphics for Chapter awards, benefactor information, etc.

Social Media:

8. Manage and update all Chapter social media pages, posting regular content. Create engagement through social media outlets, such as contests, Benefactor and Student spotlights, etc.
9. Coordinate social media calendar between all city centers and chapter posts.
10. Encourage city centers to provide continuous promotion of their events on the Chapter social media pages.
11. Advise and manage HQ promotions through Chapter and City Center social media pages.

Eventbrite:

12. Assist Vice President of Communications with Eventbrite as needed.

General:

13. Forward appropriate events and Chapter information to IIDA HQ for national publications.
14. Assist in process for submitting for Chapter Awards at IIDA national level.
15. Assist Chapter Board members with Communications efforts as needed.
16. Maintain accurate record of all logins and passwords for Communications and Public Relations items.
17. Assist and advise City Center Coordinators with all above listed responsibilities at City Center level.
18. Attend all Chapter board meetings. Prepare required reports as needed.
19. Prepare annual budget for Communications activities and submit to President / President-Elect in the Fall. Accurately track and submit all invoices throughout year.
20. Increase public awareness of the profession and of the organization.
21. Represent the Chapter at professional events.
22. Attend City Center & Committee events as often as possible.
23. Prepare the annual budget for VP of Benefactors and submit at the determined date by the Chapter President.
24. Adhere to IIDA Ohio Kentucky Chapter Policy & Procedures.
25. Maintain good records that can be passed on to the next person in position including an organized Google Drive Folder and Inbox.
26. Maintain open communication with IIDA Headquarters and City Center Committee members as required.
27. Prepare updates for monthly conference call and quarterly retreats; prepare Annual Report of activities for the Board retreat (July).
28. Two year commitment with the following time requirements:
    a. Monthly chapter conference calls (60 minutes), generally first Tuesday of every month.
    b. Attendance at strategic planning annual chapter retreat (4 days), generally Thursday - Sunday the third week in July.
    c. Attendance and participation at three quarterly chapter meetings per year (2 days), generally from 3PM Friday to 4PM Saturday in various city centers.
    d. Host monthly committee meetings with all five city centers, generally one conference call per month (30 - 60 minutes) and time necessary time to support position.
    e. Host committee meetings as needed for Chapter Design Awards and/or Student Conference committees (every other year, in even numbered years).

BENEFITS:

1. Interaction with other members and industry leaders throughout Ohio and Kentucky.
2. Recognized for leadership and contributions by all members of the Association.