**{Insert Local Office name} — Communications Chair**



**Service Summary**

The {insert local office name} Communications Chair conveys internal and external messages for {insert local office}. They draft and publish materials in coordination with Local Council of Leaders (LCOL) and American Camp Association (ACA) staff.

**Knowledge and Experience**

* Ability to connect and engage local volunteers.
* Knowledge of the regional “picture” of camp and basic understanding of camp culture(s) within the designated region.
* Confident communicator.
* Good writing, editing, proofreading, and layout and design skills.
* Project management and time management skills.
* Knowledge and understanding of current trends in digital media/social media.
* Self-motivated with a positive and professional approach to management.

**Participation Includes**

* Drafting and/or posting communications on ACA Connect.
* Preparing communications for biweekly local office newsletter.
* Posting events on the local office Facebook page.
* Creating ad hoc committees, sub groups, and task forces as needed.
* Giving guidance, stimulation, and support to all LCOL members and committees.
* Attending LCOL meetings.

**Essential Responsibilities**

* Attend committee meetings/calls as needed — ex: Professional development meetings before an event
* Communicate newsletter/email blast needs to ACA, Inc. staff
* Moderate {Local Office’s} social media, ACA Connect
* Marketing of events & trainings — ex: phone calls, emailing, social media blasts
* Help in recruitment of new volunteers, committee members, and LCOL members
* Communicate with other LCOL members, offer feedback and ideas, give input, etc.
* Attend trainings, meetings, and calls determined by ACA, Inc.
* Form a committee or workgroup as needed
* Develop and execute marketing and communications strategy

**Time Commitment**

The communications chair commits to:

* Serve at least a two-year term.
* Coordinate and attend LCOL XX in-person and YY Virtual Local Council of Leaders meetings. (if committee meet place the number of meetings required).
* Communicating with ACA staff and other volunteers in a timely and professional manner.