

AAUW-NYS Communications Director

Overview of the position: Gain visibility for AAUW's mission and programs among AAUW members and external audiences statewide.

Overall responsibilities:

- Oversee media relations, newsletter development and distribution, and state website creation and maintenance.
- Work with other state officers and committees to help gain visibility for state priorities.
- Consult with branch communications chairs on media relations, newsletters, websites, and planning and goal setting. Share successful media, publications, and website strategies with branches.
- Edit & distribute the quarterly *Communications Counterpart* Newsletters
- Oversee branch communication and technology awards for convention.

Available resources: AAUW's & NYS website; *AAUW in Action*; *AAUW Outlook*; *Action Alert*; *Get the Facts*; *Leader Tool Kit*; *Diversity Tool Kit*; *President's Tool Kit*; 21st Century Award materials; AAUW's style guide; and AAUW media relations, publications, and website staff.

AAUW Branch Communications Chair

Overview of the position: Gain visibility for AAUW mission and programs in your branch and community.

Overall responsibilities:

- Recruit a branch communications team. Assign members to handle
 - media relations,
 - newsletter development and distribution,
 - website creation and maintenance.
- Work with other branch officers and committees to help gain visibility for branch priorities.
- Serve, along with your branch president, as a media spokesperson in your community.
- Share successful media, publications, and website strategies with the state and other branches.
- Submit quarterly branch Living the Mission action items to the NYS *FOCUS*.
- Gain visibility for AAUW initiatives by disseminating AAUW information to the media in your community.
- Make certain the Communications Director gets copies of each branch newsletter, either by mail or electronically.
- Assist in development of a branch electronic communications network for rapid dissemination of branch, state and Association news & advocacy alerts.