



Job Description

Job Description: **Communications Director**

Effective Date: **2017**

Approved by: **APIC MN Board of Directors**

Review/Revise Date: **5/2023**

1. General Description

- Complete a conflict of interest statement at the time of appointment /election and update this document during the year if there are changes in status
- Submit your contact information to Executive Assistant to be included in the APIC MN Board, Committee Chairs & Appointed Representatives Document
- APIC MN representatives are asked to be clear in their communication if a statement made/position taken does not represent that of APIC MN, but rather is a personal opinion
- APIC MN representatives are asked to not endorse a product or company on behalf of APIC MN, but may express an opinion or comment based on personal experience
- Communicate any questions, concerns or conflicts of interest that arise while serving in an appointed position to the APIC MN Board of Directors for discussion and/or actions.
- Submit an article for News and Views at least once during the year relative to activities. This is to include an annual summary report.
- Give a verbal report during chapter business meetings as desired/necessary
- Provide a verbal report at board meetings when requested
- Review job description at least annually and update as needed.
- Become familiar with APIC MN Policies (see APIC MN website)

2. Specifics of Job

- Serves as a non-voting member on the Board of Directors (BOD).
- Appointed position with three-year term, with evaluation by the BOD after three years.
- Serves as the social media, newsletter, and website content expert for APIC MN
- Serves as the point person for social media, newsletter, and website content changes for APIC MN Board of Directors, Committees, Appointed Representatives and members.
- Chair communications committee and delegate while retaining oversight responsibilities for completion of above listed responsibilities and other needs as they arise to committee volunteers. Assignments to be made to those best suited to complete the tasks.
- Responsible for reviewing APIC MN website to assure appropriate, current and functional content:
 - Solicit membership feedback regarding APIC MN website via the membership survey (every 3 years).
 - Complete training session on web page maintenance offered by website vendor.
 - Define and assign responsibilities for website updates to APIC MN administrative assistant.
 - Collaborate with APIC MN website host and APIC MN President to assure website functions according to board and membership desires and needs.



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- Facilitates publication of a minimum of one newsletter per month of educational meetings
 - Provide final approval for newsletter content/Determine content of the newsletter; to include (at a minimum):
 - Update from president
 - Mention of Upcoming events and opportunities as directed by the Education Committee
 - Calendar of Events
 - Mention of Sponsors of APIC MN and APIC MN Conference
 - Review with Executive Assistant content and frequency of specific mentions
 - Names and Contact Information for Board Members, Committee Chairs and other APIC MN representatives.
 - Develop and Distribute Newsletter Utilizing Email service
 - Provide a calendar to the Board by November of each year for the upcoming year. This calendar is to include dates and deadlines for that years newsletter issues.
 - Maintain and update web-based Google calendar associated with Communication.apicmn.org account to reflect events listed in year-at-a-glance calendar.
 - In coordination with the treasurer, will ensure that travel support recipients will comply with the requirement to provide an article or a poster for publication in a newsletter. If any do not comply that item will be brought forth to the Board
 - Outgoing director will be responsible for publishing the first issue of the next year (January)
 - Submit projected itemized budget for the ensuing year to the current treasurer by the second Thursday in October.
 - Submit an annual report of newsletter activities to the President by the December Board meeting.
 - All newsletter advertising goes through the Communications Director and advertising policy will be followed.
- Administers APICMN.org accounts on Google Suite System
 - Ensures Email addresses are updated and correctly assigned
 - Responds to password reset requests in a timely manner
 - Oversees the following email addresses:
 - Communications@apicmn.org
 - Admin@apicmn.org
- Work on special projects as requested by the President.
- Attend National Conference as a member of the Board, as funding permits, third year of three-year term.
- Policy responsibilities:
 - APIC MN Policy #6: Advertising
 - APIC MN Policy #7: Website Communication

3. Monthly Action Checklist

Month	Action	Comments
January	Newsletter	



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February	Newsletter	
March	Newsletter	
April	Newsletter	
May	Newsletter	
June	Newsletter	
July		
August	Newsletter	
September	Newsletter	
October	Review job description and update as needed.	
November	Newsletter	
December	Newsletter. Submit annual reports to newsletter for publication.	