

## Dietitians in Business & Communications (DPG-32) Position Description

**TITLE:**                **MARKETING AND COMMUNICATIONS DIRECTOR**

**TERM:**                One year; appointed by Chair or Chair Elect, Non-Voting

**PURPOSE:**            Develop and oversee the execution of DBC's annual Marketing and Communications plan

**REPORTS TO:**        Chair and Chair Elect

**OVERSEES:**        *Business Insights* Newsletter Editor, *Take 5* Newsletter Editor, Social Media Manager, Creative Designer, Graphic Designer

**COMMUNICATES WITH:** Executive Committee and DBC Administrator

**REPORT FREQUENCY:** Monthly and Annual Report

### **RESPONSIBILITIES:**

1. Develop and oversee up-to-date communications calendar that includes Academy events, DBC "evergreen" benefits promotion, event promotion, and other special requests as needed from DBC Leadership.
2. Works with DBC Administrator and Social Media Manager to coordinate communication efforts across all DBC channels
3. Promote a consistent message to the membership via all communications channels and according to the Plan of Work (annual plan) and the Strategic Plan; update key messages as needed
4. Review and edit communications content as needed throughout the creation process, and serve as the last 'eye' on all member-facing communications, including *DBC Business Insights* and *Take 5 with DBC* newsletters, ensuring thorough review of the content's copy, style, appropriateness, accuracy of information.
5. Assist Newsletter Editor, as needed, in determining the information to be published in the newsletter.
  - a. If more information is available, and the format of the newsletter allows, assist with prioritization of information based on available space, timeliness of information, and importance of message to the members.
  - b. Support Newsletter Editor to ensure newsletter deadlines are met.
6. Collaborate with the FNCE® Events Lead to determine strategy for FNCE® booth and assist in executing outreach materials
7. Assist event leads in developing communication and marketing strategy and promotional language
8. Ensure that Academy and DBC-specific communications guidelines are followed.
9. Work with the Research and Analysis Lead to identify member communication needs and preferences, and suggest plan modifications as needed
10. Participate in Executive Committee meetings.
11. Support the goals of DBC and the work of the Executive Committee.
12. Keep records of all expenses incurred in the performance of responsibilities and submit expense reports to the Treasurer in accordance with fiscal policy and procedure.
13. Review and propose updates to the job description and work plan timeline annually, maintain files in Basecamp, and assist in training successors.
14. Complete other duties as mutually agreed upon.

### **Topline Responsibilities for Committee Members**

**Business Insights Newsletter Editor** - Responsible for planning newsletter themes, identifying authors, and coordination of articles and other content for DBC's Business Insight Newsletter, released in fall and spring each fiscal year. Provides draft for review to Marketing and Communications Director, then to Chair / Chair Elect and DBC Administrator.

**Business Insights Associate Newsletter Editor** - Assist Newsletter Editor with outreach efforts to members of the Executive Committee to collect themed quotes/responses. Provide editing assistance and other related responsibilities.

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**Take 5 E-Newsletter Editor** - Plan and coordinate content for monthly Take 5 E-Newsletter, focusing on upcoming events and initiatives from the Academy and DBC's Leadership Committee. Provides draft for review to Marketing and Communications Director, then to Chair / Chair Elect and DBC Administrator.

**Social Media Manager** - Plans and executes social media content for DBC events, initiatives, and campaigns. Delegates design tasks to Creative Designer. Provides draft content for review to the Marketing and Communications Director .

**Creative Designer** - Creates and designs graphic content for posting across all social media platforms and communications channels.

**Graphic Designer** - Creates visuals and graphics for Business Insights Newsletters. Completes other graphic design projects for DBC initiatives as scoped.