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

TITLE: CHAIR, MARKETING AND COMMUNICATIONS

TERM: One year; appointed by Chair or Chair Elect, Non-Voting Member of the Board

PURPOSE: Manage and coordinate all aspects of communication and marketing for DBC, including the website, newsletters, e-blasts, EML, educational events, member services, FNCE® booth communications, and social media in conjunction with respective Executive Committee leads, and consult re: execution of sponsorship deliverables (as needed).

SKILLS NEEDED: Knowledge of DBC and the Academy communication guidelines, strong background in both marketing and communications.

REPORTS TO: Chair and Chair Elect

COMMUNICATES WITH: Entire Executive Committee and DBC Chief Administrative Officer

REPORT FREQUENCY: Monthly and Annual Report

RESPONSIBILITIES:
1. Serve on the DBC Executive Committee.
   a. Participate in a transition meeting (May/June, if scheduled).
   b. Participate in monthly conference calls.
   c. Participate in FNCE® and other DBC events as requested.
   d. Complete annual report.
   e. Review/update position description.
   f. Help develop the Plan of Work for the upcoming term, which aligns with the Strategic Plan.
2. Serve as the team leader for communications and marketing initiatives.
   a. Manages a team of four to five, including: Newsletter Editor, Associate Newsletter Editor, Monthly Newsletter Chair and Creative Content Co-Chair, Social Media and Creative Content Chair, and Graphic Designer.
   b. Coordinates communication to the membership via the quarterly and monthly newsletters, social media, and e-blasts to ensure information is provided in a timely and appropriate manner.
   c. Assist Newsletter Editor, as needed, in determining the information to be published in the newsletter. 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. Support Newsletter Editor to ensure newsletter deadlines are met.
   d. Review DBC Business Insights and Take 5 with DBC newsletters content for style, appropriateness, accuracy of information, format, grammar, and punctuation. Ensure editors have submitted the publications to the Chair, Chair Elect and DBC Chief Administrative Officer.
   e. Consult (as needed) with the FNCE® Planning Team to determine strategy for FNCE® booth in accordance with strategic plan to attract passersby to the booth and communicate agenda clearly and concisely, both visually and with all items given away.
   f. Coordinate/lead all communication and marketing strategy work associated with any DBC in-person or virtual events. This may include but is not limited to:
      i. Call for speakers.
      ii. Initial publicity.
      iii. Registration messages.
      iv. Sponsorship promotion.
      v. Onsite communication strategies.

Commented [1]: +jseylemnutrition@hotmail.com please see below! Assigned to Jennifer Seyler
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8. Ensure coverage of events, both pre-promotion and post-reports. Make sure Take 5 with DBC editor and DBC Business Insights newsletter editor include upcoming DBC events, programs, and initiatives. After an event, ask participants to take photos and reviews and send them to the appropriate people for sharing in DBC communication.

h. Look for ways to leverage DBC social media with DBC initiatives. Ensure social media distributions are well maintained.

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.

4. Ensure that DBC’s newsletter guidelines are followed.

5. Maintain files and send pertinent information to the next Communications Chair.

6. Keep record of all expenses incurred in the performance of responsibilities and submit expense reports to the DBC Chief Administrative Officer and Treasurer in accordance with fiscal policy and procedure within established timelines.

7. Complete other duties as mutually agreed upon.

Topline Responsibilities for Committee Members

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.

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.

E-Monthly Newsletter Chair - plan and coordinate content for monthly Take 5 E-Newsletter, focusing on upcoming events and initiatives from the Academy and/or DBC’s Executive Committee.

Creative Content Chair - leads planning and design of social media content and provides graphics as needed for DBC events and initiatives. Delegates tasks as needed to Creative Content C-Chair and Social Media Committee Member.

Creative Content Co-Chair - assists Creative Content Chair in designing and distribution of information. Position is combined with E-Monthly Newsletter Chair since many graphics and announcements are shared between social media platforms and the monthly Take 5 E-newsletter.

Social Media Committee Member - creates and designs graphic content for Monday Motivation and Wednesday Wisdom each week, posted across all social media platforms. Assists Creative Content Chair as needed.

Graphic Designer - creates visuals and graphics for Business Insights Newsletters. Completes other graphic design projects for DBC initiatives as requested and as appropriate per contract.