

### **Strategic Communications Chair**

#### **Strategic Communications Chair:**

- Must be a member of the Academy and PHCNPG.
- Is appointed
- Serves as non-voting member of the Executive Committee (EC)

#### **Term:**

One year; may be reappointed for up to 3 consecutive years

#### **General PHCNPG duties**

- Attends EC meetings and conference calls and meetings at FNCE®
- Is supported in this role by the Executive Coordinator
- Performs other duties as specified in the job description or as designated by the EC

#### **Position specific duties**

- Leads the development of the PHCN DPG editorial calendar: works with various Executive Committee stakeholders to schedule communication of Academy/DPG updates, important practice resources, policy and advocacy initiatives, internal and external opportunities for DPG members.
- Works with PHCN DPG Executive Committee stakeholders to identify and source content for eblasts and social media posts
- Works with website coordinator to collaborate on delivery of website resources via eblast/social media platforms
- Works with eblast coordinator to schedule and determine content for eblast
- Works with discussion board coordinator to schedule and identify content to post
- Works with social media coordinator to schedule and identify content to post
- Appoints additional PHCNPG members, as needed, to conduct committee business.
- Trains the incoming strategic communications chair and transfers relevant files.
- Participates in trainings, meetings, webinars, and teleconferences as provided by the Academy for DPG leadership.
- Reviews and updates job description as needed and submits it to the Executive Committee for approval.

#### **Time Commitment:**

4-6 hours per month

Original: 05/14

Revised/Approved: 05/03/19