

ISACA Atlanta Chapter – 10/07/2015

Board of Directors Position Roles and Responsibilities

Director of Communications

This person/group notifies members of upcoming chapter events, oversees involvement with sponsorship of third-party events (marketing) and determines the appropriate (e.g., web site, newsletter, social media, email) avenues for chapter communications.

Major Responsibilities

- Draft an annual budget in support of committee initiatives. This budget will be submitted to the Treasurer based on the announced deadlines
- Ensure committee objectives are provided to the Chapter Board and posted within the Chapter website. Changes to the objectives should be discussed with the Chapter Board
- Ensure that required tasks and initiatives are adequately staffed and appropriate deadlines are met. Additionally, provide cross-training as necessary to ensure seamless transitions
- Provide, at a minimum, a monthly status report to the Chapter Board. Any challenges requiring urgent attention should be immediately disclosed to the Chapter Board
- All documentation relating to a committee should be posted within SharePoint or another centralized database as determined by the Chapter Board.
- Attend all BOD meetings ensuring a representative attends in the case of a necessary absence
- Exercise vote in all motions on the table
- Attend quarterly ISACA International Chapter Leader calls
- Ensures the staffing of Committee Coordinators.

Committee-Specific Responsibilities

The Communications committee prepares and delivers communications from the Chapter Board to the Chapter membership through various communication media. The specific duties of the Director, Communications are:

- Responsible for defining, managing, and reporting on overall budget for all social media, publications, postcards and web content activities within established timeframes
- Establish, maintain, implement, and monitor the chapter's communications plan
- Identify and develop messages to notify members and other audiences of chapter events, articles, and other activities and services
- Tailor messages to key audiences (members, non-members, business community, academic community, etc.)
- Distribute messages through available communication channels in a timely manner.

Webmaster Coordinator

- Oversees the maintenance and operation of the chapter web site, ensuring all content is up-to-date.
- Coordinates and manages third-party Internet service providers, as appropriate (e.g., domain name service, email).
- Social Media Administrator: Oversees the maintenance and operation of the chapter's social media sites
- Chapter Event Marketing: Notifies chapter members and other interested parties of chapter events (e.g., email, social media, etc.)
- Responsible for all internal chapter communications, including, but not limited to, the publication of a monthly newsletter
- Encourage member articles in Association publications (e.g., ISACA Journal)
- Distribute copies of publicity appearances to members of the chapter and ISACA International, as appropriate
- Encourage local press coverage of chapter activities.

Social Media Coordinator

- Oversees the chapter's social media presence.
- Works with the Communications Director to develop a Social Media strategy
- Publishes chapter events, announcements, and articles through social media
- Identifies strategies and new social media outlets for chapter communications
- Oversees the moderators for each social media site to ensure posts from members and moderators are appropriate and that the moderators respond in a timely manner.

Web Content Coordinator

- Oversees chapter communications through external websites
- Works with other committees to obtain content for the chapter websites
- Updates events, articles, chapter information, and other content on the chapter's primary website
- Updates event information on the chapter's event management system
- Creates and communicates web surveys.

E-mail Coordinator

- Oversees chapter communications through the E-mail
- Prepares and schedules all chapter e-mail communications
- Reviews metrics to improve e-mail layout, timing, and content.

Publications Coordinator

- Oversees the development of articles for chapter publications.
- Identifies and reviews member-written articles for publication on the chapter website and through social media
- Ensures that articles are not copyrighted or otherwise restricted from publication on the chapter website and through social media.

Reporting Responsibilities

If this position is a Director role, the individual reports to the chapter president.

Helpful Hints

- [Stay connected with your members!](#)
- Be sure your communications are good ambassadors of the ISACA brand
- Follow the laws of your region, as well as the privacy policies of ISACA and your chapter
- Work closely with your membership director/chair to ensure messaging from your chapter is consistent and not duplicated.