



EXECUTIVE WOMEN INTERNATIONAL

BOARD OF DIRECTORS DESCRIPTION 2016-2017

COMMUNICATIONS DIRECTOR

The Communications Director is responsible for overseeing the website, social media, newsletter, and press releases for the EWI of Denver Chapter.

Specific responsibilities include:

- Prepare, publish and distribute the Chapter's monthly EWIconnect newsletter.
- Determine costs of producing newsletter, if any.
- Determine content of newsletter utilizing existing templates
 - Include the masthead with name of Chapter, month and date of issue, and the list of current Chapter Board of Directors.
- Solicit articles or press releases, utilizing the Press Release Template, from Chapter Board members, representatives, and firm executives based on publication schedule.
- Organize content in a complete, concise manner and proof thoroughly.
- Submit each issue to the Chapter President for final approval before distribution.
- Ensure distribution list includes all representatives, sustaining members, Chapter life members and transitional members as well as Corporate Board members, Corporate Advisor, Corporate Office and others as designated.
- Ensure newsletter is distributed to Chapter membership at least 10 days prior to monthly Chapter meeting.
- Oversee social media on Facebook, Twitter, and any other platforms.

The Communications Director must adhere to copyright rules and regulations set forth by federal and state law, ensuring correct references are included in each issue and, if necessary, permission obtained from contributing authors.

Archive Chapter newsletters based on the [Record Retention Schedule and Disaster Recovery Plan](#).