

# COMMUNICATIONS COMMITTEE

REVISED: MARCH 2017  
APPROVED: MARCH 23, 2017

## **PURPOSE:**

The Communications Committee (CommComm) is charged with promoting New England Archivists (NEA) news, events, activities, and opportunities to archivists and information professionals in New England and the broader region; informing NEA members of activities and events sponsored by others that would be of interest to them; and promoting NEA and its members as archival experts.

CommComm provides continuity and consistency in branding, marketing, and communications efforts across committees, meetings, activities, and events.

## **CHAIR**

**Terms of office:** three years (appointed by the Board and can be renewed with approval of the Board)

### *Major duties*

- » Coordinates information promoting NEA activities by corresponding with NEA Board and Committee Chairs and then disseminating that information to CommComm members as per their role on the committee.
- » Suggests to the Board policies, responsibilities, procedures, and timelines for communications.
- » Coordinates with the Board and Committee Chairs to implement communications about the activities of the organization to NEA members.
- » Works with Program Committee Chairs to coordinate communications and printed material for Spring and Fall Meetings.
- » Determines ways to communicate with target audiences and identifies ways to reach new audiences to promote the activities of the organization.
- » Submits quarterly reports and attends Board meetings.
- » Submits annual budget request to Treasurer.
- » Transfers all records of long-term value to the NEA archives at the end of term.

## **WEB ADMINISTRATOR**

**Terms of office:** three years (appointed by the Board and can be renewed with approval of the Board)

### *Major duties*

- » Oversees maintenance and administration of the NEA website, ensuring that the site adheres to its mission, and promotes news, events, activities, and opportunities to members and others.
- » Works with Communications Chair to keep site updated and relevant.
- » Coordinates with Web Content Manager and Web News/Event Manager on adding new content to the site.
- » Oversees the organizational structure of the website based on current web standards.
- » Responsible for adding new pages, removing old pages, and maintaining the structure of the navigation, including on meeting pages.

- » Back-end administrator for Wild Apricot including web pages (look and feel, usability, web forms, analytics, etc.), membership database, registrar's module , and all other related web administration, including security protocols and domain name (Note: this does not include PB Works).
- » Works with NEA Treasurer on website costs for the NEA budget.
- » Transfers all records of long term value to the NEA archives at the end of term.

## **MEMBERS**

**Terms of office:** three years (appointed by CommComm Chair and can be renewed with approval of the Board)

### *Positions and major duties*

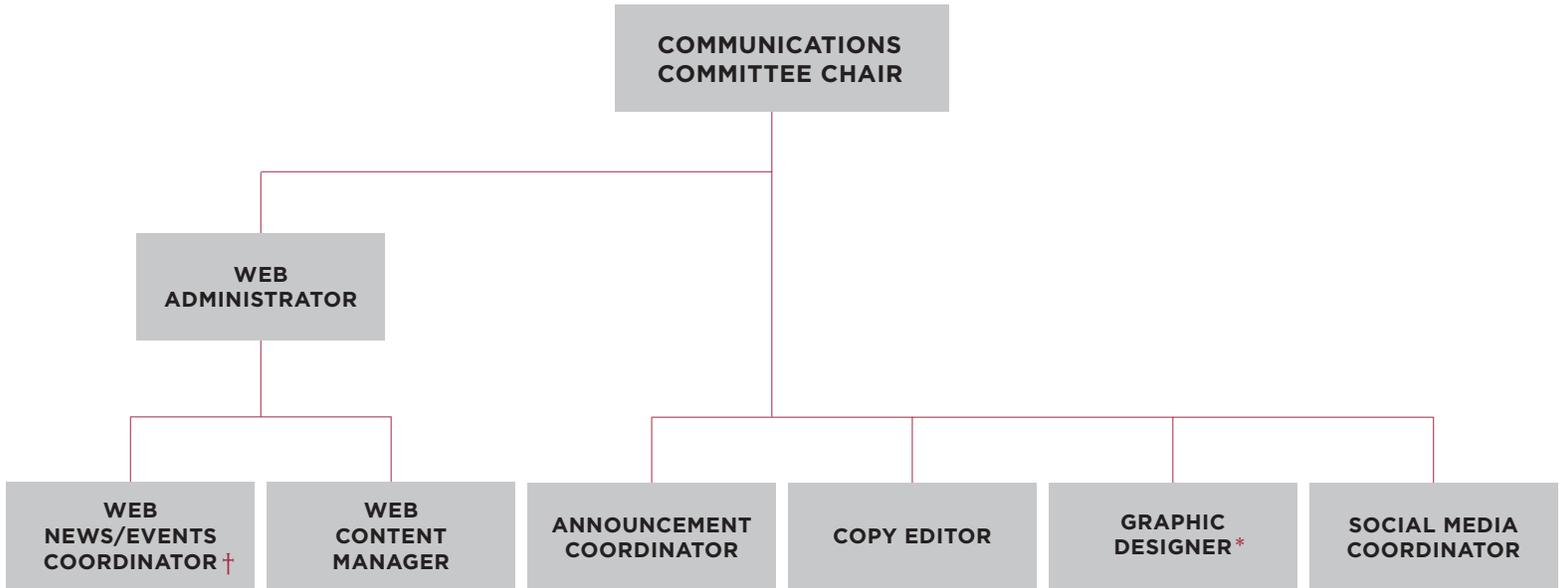
- » **Announcement Coordinator**  
Oversees announcements sent to listservs. Maintains the CommComm contact list.
- » **Copy Editor**  
Edits announcements, website pages, meeting printed material (graphic, programs, wayfinding signs, etc.), official NEA handbooks, CommComm's board reports, and projects as needed based on NEA editorial guidelines.
- » **Graphic Designer\***  
Designs NEA promotional materials. Designs meeting graphics, signs, and programs. Promotes NEA brand and identity. Provides promotional materials for exhibition at booths at archival and related professional meetings. Coordinates with printers.
- » **Web Content Manager**  
Maintains and edits content on all permanent, long-standing pages on the NEA website. Works with Web Administrator and Communications Chair to keep site updated and relevant. Develops a schedule for online postings and content changes. Coordinates with NEA content providers, the Copy Editor, the Web Administrator, and the Chair of Communications Committee in these duties.
- » **Web News/Events Coordinator †**  
Coordinates with Web Administrator to update the NEA website with announcements and other events and activities. Also is responsible for editing content on these pages.
- » **Social Media Coordinator**  
Maintains NEA's social media accounts at Twitter, Facebook, LinkedIn, Pinterest, and Vimeo. Creates new social media accounts for NEA if there is a need. Posts announcements and items of regional interest regularly on Twitter and Facebook. Coordinates and promotes social media during NEA Meetings by actively tweeting and posting images.

\* *In the event that a qualified volunteer is unavailable for the position of Graphic Designer, the Board will outsource graphic design responsibilities.*

† *The Web News/Events Manager's duties will be absorbed into the Web Content Manager's position after August 2017.*

# COMMUNICATIONS COMMITTEE ORGANIZATIONAL CHART

UPDATED MARCH 2017



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