

NCURA Region I Communication and Membership Committee

Chair Position

The NCURA Region I Communication and Membership Committee will be responsible for communication via the Region's website (in partnership with the Region I Secretary) and other social platforms. This is intended to supplement the weekly email to the membership that is sent by NCURA National staff and coordinated with the Region I Secretary.

DESCRIPTION OF POSITION

The NCURA Region I Communication and Membership Committee Chair will (in partnership with the Region I Secretary) oversee communications sent to NCURA Region I members and/or posted online. This includes the NCURA Region I website and any associated social media platform. Content subject to NCURA Region I Chair approval.

DURATION:

One year term.

A. Function of Position

The Committee Chair will work with Region I Officers and other Committee Chairs to determine communication and promotion needs for the region including the creation and maintenance of a social media calendar.

The Chair represents Region I in a responsible and professional manner at all NCURA meetings, functions, etc., at which attendance is necessary in connection with the Communication and Membership Committee activities.

B. Essential Duties and Responsibilities

- Creation and maintenance of a social media calendar based on activities of Region I.
- Develop a social media strategy, including assessing the platforms that provide the most relevance for the Region and how to better leverage those channels to communicate with Region I members.
- Ensure that content is posted, and updates are made to relevant social media platforms in a timely manner and in accordance with the calendar.
- Create and maintain standard operating procedures for content creation and roadmaps for the marketing of specific events, including which social media platforms should be utilized.
- Creation and posting of written and visual content and/or delegation of content creation and posting to committee members.
- The Chair of the Communication and Membership Committee will be, by default, a member of the Spring Meeting Program Committee.

C. Time Commitment:

- 3-5 hours per month

E. Qualifications/Requirements:

- Attendance at all NCURA Region I Advisory Board meetings
- Strong organizational skills
- Ability to meet deadlines
- Experience creating visual content is desired
- Interest in working with photos or other digital media

The National Council of University Research Administrators (NCURA) recognizes, values, and celebrates diversity of persons, skills, and experiences in its mission to advance the profession of research administration. Thus, NCURA is committed to building and maintaining a diverse membership and a culture of inclusion. Every member of NCURA has a right, without regard to gender, race, ethnicity, age, religion, social class, sexual orientation, ability, personality, functional experience, or background, to fair and respectful treatment, equal access to resources to support professional growth, and equitable opportunities to contribute to NCURA's success.