

## **DIRECTOR OF COMMUNICATIONS**

The Director of Communications is responsible for the strategic direction and marketing of CREW DC as a first-class professional organization that advances the achievements of women in commercial real estate while positively impacting the industry. The Director of Communications oversees the internal and external public relations and advertising for CREW DC to include the promotion of opportunities for networking, business development, education and leadership development as well as promoting the civic and philanthropic involvement offered by CREW DC.

### **Director of Communications Duties**

- Keep the Communications Committee apprised of CREW DC events, programs, and Board directives.
- Ensure consistent messaging and quality control of communications consistent with any approved marketing and communications plan.
- Reviews press releases and advertisements prior to distribution.
- Assist the committee chairs in retaining and managing outside marketing and communications vendors.
- Oversee social media strategy, public relations, sponsorships, speaking opportunities with PR consultant.
- Recommend to the Board the Co-Chairs of the Communications Committee.
- Provide strategic direction and oversee all responsibilities of the Co-Chairs of the Communications Committee.
- Assist the Co-Chairs, when needed, in all capacities.
- Meet monthly with the Communications Committee Chairs and committee for status reports and decision-making discussions.
- Coordinate consent agendas with the Chairs for submission to the Board in advance of their monthly meetings.
- Work closely with the Treasurer in establishing and overseeing the budget for the Communications Committee.

## **COMMUNICATIONS COMMITTEE**

It shall be the duty of the Communications Committee to serve as the reporter on news of the Members of the Association including preparing content for a bi-weekly newsletter and to identify and assemble content for the Chapter Administrator to input on a bi-weekly basis. The Communications Committee is responsible for all public relations, media, marketing, social media and advertising opportunities in support of networking, business development, education and leadership development for CREW DC. The Communications committee is also responsible for promoting member achievements and successes both within CREW DC and outside the organization.

### **Communications Committee Chairs – General Duties:**

- Assist the Director and the Communications Committee with gathering information and inserts to be included in newsletters, organizational email announcements, social media outlets, etc., and determine those appropriate for publication.
- Coordinate with CREW DC Administrator and PR Consultant for distribution and timing of social media and news.
- Work with the Director, PR Consultant and Communications Committee to consider and evaluate any trade media opportunities and agreements between CREW DC and any media sources.
- Work with the Director to consider and evaluate opportunities for promotional partnerships.
- Request from the PR Consultant a press release with photos when a CREW DC member gets elected or any other noteworthy CREW or CREW DC news occurs.
- Communicate with Special Events, Programs/EDU, Community Action, U-CREW and Member Services in order to gain press for the events that they are hosting.
- Prepare consent agendas for submission to the Board in advance of their monthly meetings
- Identify and assign a communications committee liaison within CREW DC for each committee to support PR and social media needs

**Communications Committee Responsibilities include:**

- Review annually and, as requested, the CREW DC website for content, messaging, design, layout, and ease of use and report the findings to the CREW Communications Committee Director.
- Review as appropriate the messaging, design, layout, and ease of use of other CREW DC communications, such as newsletters, organizational email announcements, and social media platforms.
- Promote CREW DC members' achievements and successes through the use of various outlets, such as brag sheets, member profiles and social media outlets.
- Ensure effective communication as needed, designate committee liaison volunteers to interact with other committees to gather information about particular events and coordinate publications.
- Assist in publicizing CREW Network awards nomination deadlines through CREW DC, make nominations on behalf of the CREW DC chapter for national awards, encourage attendance at the CREW Network Annual Convention and Marketplace, enhance awareness of CREW Network's educational opportunities such as webinars, board hosted calls, deal room, etc.
- Collect photographs from the various committees to include in monthly mailings of activities, in the newsletter or on the website. Archive with Chapter Administrator.
- Ensure that one or more members are available to take pictures, on a volunteer basis, at programs, new member orientation, and other events sponsored by other

- CREW DC committees. Coordinate volunteer member photographs with other committees hosting events.
- Gather and seek out information from the members regarding news or connections they are creating – and publicize it on the CREW DC website and or in the bi-weekly newsletter.
  - Write program summaries for the luncheons that occur which are to be posted on the CREW DC website.

### **Chapter Administrator – General Duties:**

- Facilitates communication schedule and works with committee and PR consultant on components
- Sets schedule and deadlines and sends reminders/past due notifications as needed
- Archives photos in central location
- Provide PR consultant with ULR link for programs and events to be listed on social media sites, link to include registration link and details associated with the event
- Prepares and distributes newsletter to Members
- Manages Chapter website, including content updates
  - Update weekly with news, new members, upcoming programs
  - Update quarterly with rotating photos
  - Maintain all current programs, events, news and sponsors on home page
  - Check routinely for broken links, dated pages and information
  - Maintain event calendar
  - Maintain CREW DC branding and website page templates throughout site

### **PR Consultant – General Duties:**

- Facilitates relationship with media
- Manages relationship with Bisnow media including sponsorship package ads, speaking opportunities and custom content
- Drafts and issues press releases
- Posts items to social media including Facebook, Twitter and LinkedIn
- Assists with editing of messages, committee communications, special events communications, including the Annual Awards Gala.
- Coordinates design and delivery of ads per agreement with media partners