

# Role description - regional director, communications

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The Regional Communications Director supports all regional communications efforts, including annual communications strategies and developing, writing, and submitting content for regional announcements, news, and other updates. Reports to the regional Marketing and Communications President.

## Regional Director role responsibilities

- Maintains a committee (or committees) of volunteers to assist with strategy-setting, planning, and activity implementation to deliver on committee expectations.
- Collaborates with regional Engagement committees to identify and satisfy specific volunteer needs; actively invites members from across the region (and beyond) to participate on their committee.
- Ensures all committee members are trained and have access to required materials for their role. Ensures committee members deliver on committee expectations with high quality and professionalism and ensures committee volunteers comply with all HBA standards and policies.
- Aligns committee planning, goals and activities with other relevant regional committees, chapters and HBA central.
- Establishes committee meeting frequency, defines participation expectations and chairs committee meetings.
- Attends to succession planning, developing the next wave of committee or regional leaders.
- Participates in department, chapter and/or regional meetings as needed to ensure alignment of activities.
- Actively participates on functional calls with HBA staff and ensure information is shared with committee promptly.
- Manages committee budget, where appropriate
- Responsible for reporting committee plans and status and data to department President.

## Communications responsibilities

- Responsible for developing any annual communications strategies
- Supporting promotion of all regional events and programs through communications and social media dialogue
- Works with chapters to collect email submissions, consolidate and refine, and send to HBA Central for publishing
- Maintains regional website content for region and chapters, ensuring content is timely, relevant and engaging.
- Leverages HBA marketing tools, messaging, brand to increase awareness, interest and engagement in region.
- Works with HBA Central to drive improvements and innovation in communications
- Provide writing / content for regional announcements, news and updates.
- Ensure region is well represented in HBA Central communications.
- Support innovative use of site for communications and marketing.

## Time requirements

Regional leaders spend time a) managing their designated committees, b) participating on their designated leadership team, and c) interacting with other leaders in the same role across the association.

Roles generally require about 10 hours per month. Estimated activities are as follows:

- 4-6 hrs per month managing their committees: setting and reviewing plans and progress, coaching leaders, ensuring volunteers are trained and ready for their role
- 2 hrs per month in Board or department leader meetings: sharing and coordinating plans and progress; longer-term planning and budgeting
- 1-2 hrs per month interacting with their role peer group: sharing innovations, discussing new policies and best practices

