



Midwestern Chapter International Society of Arboriculture



Chapter Communications Overview Job Descriptions Outline

Communications Liaison

Design, develop, update, administer and publish Chapter Web site and electronic newsletter

Design, develop, update and administer Chapter registration system pages
Annual Conference and Trade Show, MW-TCC and TRAQ

Manage online registrations
Annual Conference and Trade Show, MW-TCC and TRAQ

Design and develop conference brochures and MW-TCC t-shirt logo

Attend Chapter Annual Conference and Trade Show and MW-TCC
Manage on-site registration activities

Process all bulk email activities

Design, develop, administer and update Chapter social media activities

Chapter Leadership

Review entire Chapter Web site and electronic newsletter for accuracy and timeliness

Provide Communications Liaison with all content associated with area of program responsibility
Continuously review, revise and update all program content and related Internet links

Ensure that all relevant program communications deadlines are established and met

Executive Director

Review content for clarity, continuity and consistency in accordance with Chapter standards
Policies, procedures, protocols, programs, projects and activities

Provide copy for registration system pages
Conference and Trade Show, MW-TCC and TRAQ

Supply "*Editor's Branch*" for newsletter and Web site

Administer printing and USPS mail distribution as needed

Member States

KANSAS MISSOURI NEBRASKA OKLAHOMA



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Chapter Leadership Communications Responsibilities Job Description Addendum (generic)

In order to maintain a sustainable and up-to-date system for refreshing the Chapter Web site, delivering an informative and useful *Shade Tree Leaves* newsletter and releasing critical membership email blasts, the (Liaison / Coordinator / Board Member) shall assume responsibility for providing all necessary and relevant information associated with the Chapter's _____ program.

It shall be the sole responsibility of the (Liaison / Coordinator / Board Member) to provide all content, Internet links, updates, deadlines and materials associated with the _____ program to the Chapter Communications Liaison and Executive Director for editing and communication to the membership.

In addition to periodic reviews of the Web site and newsletter for accuracy and usefulness, the (Liaison / Coordinator / Board Member) shall provide for the timely submission of materials including, but not limited to, the following:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Member States

KANSAS MISSOURI NEBRASKA OKLAHOMA