



Washington County Master Gardener™ Association

Communications Director

Purpose: Lead Communications Team in development and coordination of overall communication strategy and actions to support the goals of WCMGA

Communications Team:

- Communications Director
- Chapter Relations Director
- Publicity Director

Directly Responsible To: WCMGA Board

Benefits of the Position:

- As member of WCMGA Board, help shape the Chapter's strategy and direction

Major Duties:

- Participate on WCMGA Board to help shape Chapter's strategy, goals and operations, and communications options to provide effective support.
- Lead Communications Team (consisting of Communications, Publicity and Chapter Relations Directors) whose responsibilities include:
 - Working with WCMGA leadership (Board, functional and activities leaders) to provide communication support for strategic and operational activities.
 - Identifying key internal and external stakeholders, including messaging needs and optimum delivery channels
 - Developing coordinated messaging and delivery strategies across appropriate channels, functions and activities in support of WCMGA needs.
 - Oversight and management of effective internal and external communication channels and capabilities to support overall needs (including website, social media, Chapter Chat, Zoom, etc.)
- Serve as editor of WCMGA Chapter Chat newsletter to members to provide pertinent information and understanding of key Chapter issues, plans and activities, as well as relevant news from outside organizations and activities of interest to WCMGA.
- Attend Board and Chapter Meetings

- Help recruit, train and handoff to incoming Communications Director at end of term

Skills Needed: Communication, organizational, delegation,

Term: 2 years

Time Involved: 10-16 hrs./month (2 hrs. Chapter meeting; 3 hrs. Board meeting, 2 hrs. Communications Team meeting, 4-8 hrs. Chapter Chat, 2-3 hrs. other Communications activities)

Training: Software for newsletter and website; email distribution for newsletter, hosting Zoom meetings.

Budget: Prepared/presented during the regular Chapter budget preparation. Postage and copier expenses to be reimbursed through chapter funds.

Support: Authorized to contact outside agencies/organizations to obtain information and determine interest in MG activities.

Updated: December 21, 2021