

Communication and Marketing Director

Position Responsibilities

Florida Association of Colleges & Employers (FloridaACE)
Three-Year Term with No Term Limit

1. Reports and is responsible to the President.
2. Attends all Board of Directors' meetings.
3. Oversees marketing and communication initiatives and ensures the quality and content to include:
 - Membership renewal
 - Content for social media platforms
 - Email communications
 - Copy writing and imagery for website
 - Sponsorships
 - Monthly newsletter
4. Advises and serves as the point of contact for the Communication and Social Media Committee and Annual Conference Marketing Committee
5. Crafts messages to the membership in partnership with specific Board member topics.
6. Collaborates with all Board members to craft messages to membership regarding events, programs, updates, and other information sharing opportunities.
7. Collaborates with the Past President and other Board members to update the archived historical data.
8. Assists the Vice President in marketing, planning and communicating the annual conference.
9. Upholds at all times the policies and procedures of the Association.
10. Performs other duties as assigned.

(Created 2020)