



**SCS Dance Company
Board of Directors**

Marketing and Communications Director

Description

The Marketing and Communications Director is an elected voting officer on the Board of Directors (BOD) and is part of its Executive Committee. The Marketing and Communications Director shall oversee club communications and marketing efforts including email communications to our membership and development of marketing communication products – both print and web-based. Performs such other duties as requested by the BOD.

Overview of Duties

- Prepares and executes marketing direction for our club
- Prepares web content for our website and various Facebook pages
- Coordinates activities of Technical Director, regarding registration, website administration, invitations, etc.
- Prepares print-based content for our club and coordinates its production and disbursement
- Prepares and sends eblasts to our club membership on behalf of other board members and directors
- Conducts and reports 'data-mining' results on club operations
- Develops Survey Monkey survey tools to gather member feedback
- Reviews Board and general membership meeting minutes and provides feedback
- Reviews Monthly LINK articles, Tuesday/Newsday articles, Club newsletters and provides feedback
- Actively seeks out methods to improve our club marketing image, branding, and communications efforts
- Prepares and displays general membership meeting agenda / slide shows
- Coordinates video products and photographs for club usage
- Attends and contributes to scheduled Board meetings
- Attends Board-sponsored functions (general membership meetings, club functions, etc.)
- Represents the club to other groups and external organizations

Transition responsibilities for out-going Board Members

The out-going Marketing and Communications Director shall meet with the in-coming Director to review the job description and ensure a smooth transition.