

ALA Chicago Communications Director Position Description



Qualifications

The Communications/Website Director shall be able to make a one-year commitment to the Chapter and meet the regular membership qualifications of both the Chicago Chapter and the Association of Legal Administrators.

Basic Functions

The Communications/Website Director shall oversee the Chapter website and social media accounts including coordinating all communications from the Chapter with the assistance of the Chapter Management team and outsourced communications vendor.

Specific Functions

1. Act as the Chapter's communications link for the entire membership including assisting in the promotion of Chapter events.
2. See that the Chapter website is current; handle all back-end updates and technical troubleshooting. Work as liaison with association management system vendor.
3. Propose changes and new ideas as warranted.
4. Liaise with ALA on use of Online Communities for the Chapter.
5. Send e-mail notifications to all Chapter members as requested.
6. Have administrative rights to Chapter Facebook & LinkedIn accounts and post upcoming events and post-event recaps. Like & share posts from ALA on a regular basis.
7. Provide training to Board Members as needed to update individual sections of the website.
8. As appropriate, participate on the Chapter Awards Committee and coordinate/author/oversee Chapter submission for ALA Chapter Awards category Chapter Websites.

Annual Responsibilities

1. Update Leadership Page at the beginning of each Board year.
2. Update President's Message at the beginning of each Board year
3. Update Business Partner Director, including "Learn More" links at the beginning of the Chapter's fiscal year and as needed.
4. Ensure all web pages have been updated with new Board contact information.
5. Update all forwarding email addresses to appropriate board members (president@, businesspartners@, professionaldevelopment@, etc.)

Miscellaneous

It is recommended that the Communications/Website Director designate an assistant and form a Committee so as to ensure proper succession planning.

GENERAL BOARD MEMBER EXPECTATIONS

In addition to the description for each individual role, the following responsibilities apply to all Officers, Directors and Advisors of the ALA Chicago Chapter Board. The Board year is April 1 to March 31.

Board Meeting Attendance/Communication

1. Attend **ALL** monthly Board meetings as participation is essential for us to conduct business.
 - a. Missing more than three Board meetings in a row is cause for dismissal from the Board at the discretion of the President and the Board members acting together.
 - b. Advise the Secretary and meeting host if one is not able to attend an upcoming scheduled Board meeting, or if an emergency arises, contact the Secretary and meeting host.
2. Board Reporting:
 - a. Board members are to email a report to the Secretary a week before the Board meeting.
 - i) This report should provide an overview of past and future happenings.

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- ii) Any “Discussion Items” (which may or may not require a vote) are to be indicated as the last item on your report. The Secretary will arrange the agenda to ensure those with discussion items can present them early in the meeting.
 - iii) This report is required whether you attend the meeting or not.
 3. Meetings of note which all Board members are strongly encouraged to attend:
 - a. March Board meeting - the transition meeting
 - b. March Bi-Monthly Educational Luncheon - the outgoing and incoming Board’s introduction to the Membership takes place at this meeting
 - c. Board Retreat – generally in the first month of the Board year
 - d. The Business Partner and New Members Meet the Board Event
 4. Plan to host at least one Board meeting during the Board year. (The Host provides lunch for the entire Board and is reimbursed by the Chapter.)

Other

1. Attendance at the Bi-Monthly Educational Luncheons and other ALA or Chicago Chapter sponsored events is necessary for Chapter development. Greeting new members and building relationships with Chapter members is a responsibility of all Board members at these events.
2. Board members are encouraged to attend ALA programs or meetings as requested by the Board during the calendar year for which some of these expenses may be borne by the Chapter.
3. Board members are expected to participate in any new member initiatives.
4. Each Board member shall serve as a Business Partner Liaison to a number of Chapter sponsors.

Encourage Growth

1. Form committees to enlist members to assist with the respective Board position and to aid in identifying future leaders. Each committee (and/or board position) should have a transition plan.
2. Assist in promoting advertising on the Chapter website to sponsors and attend networking events sponsored by the Chapter and business partners. Business partners are an integral part of the Chapter as most of the Chapter’s funds are derived from sponsorship fees.
3. Encourage all Chapter members to abide by the Chapter’s Listserv Guidelines, ALA’s Code of Professional Ethics and the Antitrust Policy.