

Communications Expert Role

- Serve as a conduit for information between the chapters and the region
- Implement plans to achieve regional priorities
- Support each chapter according to their respective marketing and communications needs by:
 - Assisting with the achievement of communications PEAK checks
 - Identifying and finding solutions for challenges and road blocks
 - Assisting chapter MCCs to develop chapter marketing and communications programs
 - Monitoring and posting on the officer online community discussion board
 - Attending monthly calls with the committees and Regional Councils to share and receive information
 - Participating in quarterly calls with chapter officer(s)
 - Identifying and implementing solutions for challenges and roadblocks
 - Providing proven best practices
 - Attending virtual training for designated area of support
 - Communicating and engaging with regional leadership and staff as needed
 - Advising on potential budget expenditures prior to the fiscal year that would impact member value and chapter health
 - Supporting Director(s) on the Regional Council to propagate regional/Global plans

Call Scheduling:

The **Communications Experts** are required to facilitate **monthly calls** with their regional MCCs.

There will be online collaboration between the MEDs and Experts on a project by project basis, and between Experts and MCCs.