

DIRECTOR, COMMUNICATIONS

The Director of Communications is elected by the membership, serves for a two (2) year term and may be re-elected. This position is a voting member of the Executive Board.

QUALIFICATIONS

- Member of the Academy and Oregon Academy in the Active, Life or Retired category.
- Active in Oregon Academy; preferable as a participant of the Communications Team prior to election as leader
- Good communication and organizational skills
- Desire to fulfill the objectives of the Communications Team to influence the public's access to sound, scientifically based nutrition information and promote the RDN/DTR

RESPONSIBILITIES

1. Attends all Oregon Academy Executive Board meetings (if unable to attend, appoints a proxy).
2. Actively participates in developing Oregon Academy's Strategic Plan integrating strategies identified in the Academy's public initiative. These may include but are not limited to:
 - a. Social media. Works with all board members and the Oregon Academy office to regularly post to Facebook and use Twitter.
 - b. Oversees LinkedIn content, as needed.
 - c. National Nutrition Month®. Requests proclamations from the governor and initiates activities associated with NNM.
 - d. Member communications.
 - e. Public food and nutrition resources. Works with the media team to regularly review and update posted food and nutrition resources.
3. In conjunction with the Oregon Academy President (and/or incoming president), appoints State Media Representatives, Newsletter Editor, and other media team members.
4. Recruits Communications Team members and appoints Project Leaders as needed
5. Directs the Communications Team in developing goals and projects consistent with the Oregon Academy's Strategic Plan.
6. Determines, with the Communications Team, a Project Leader for each project and serves as the communication link between Project Leaders and the Oregon Academy Executive Board.

7. Communicates with Member Services Team and Legislative/Public Policy Team to coordinate Communications Team projects as appropriate
8. Oversees Project Leaders in budget planning for the year providing guidelines and ensuring deadlines are met
9. Ensures that the Oregon Academy membership is kept informed of project progress by overseeing the submission of appropriate articles to the Oregon Academy Newsletter, *Just a Taste* and/or e-update.