

COMMUNICATIONS DIRECTOR

The mission of the Communications Committee is to create avenues of communication that inform members about the activities of CREW Nashville and CREW Network, to obtain publicity and awareness opportunities for CREW Nashville and its members to the real estate community and the community at large. Responsibilities include:

- Serve as Communications Director for CREW Nashville Board of Directors.
- Identify Assistant Director to assist in leading the Communications Committee activities and present for nomination and confirmation by Board of Directors.
- Assemble Communications Committee to develop/review for Board approval the committee guidelines to set goals and actions steps in accordance with the strategic plan.
- Prepare a committee budget for Board approval (typically in the Fall of each year). Track costs.
- Promote CREW Nashville in accordance with the strategic direction of the Chapter and CREW Network as established by the Board.
- Coordinate public relations and social media efforts to ensure that CREW Nashville is receiving the best exposure in the marketplace without duplication of effort. Prepare media alerts for upcoming events and press releases for noteworthy occurrences.
- Coordinate with the Sponsorship Committee to maintain current sponsor logos for e-mail blasts.
- Ensure the proper usage of all branding and associated guidelines (logos, etc.) of CREW Nashville in accordance with CREW Network guidelines.
- Prepare marketing materials, as needed, (signage, flyers, etc.) that will support events and further engage or attract members.
- Develop and maintain relationships with media partners: editors, writers, etc. and invite to signature events. Maintain and update a media distribution list.
- Approve content for and implement e-mail blasts (News/Membership Blast and Events/Sponsorship Blast) in conjunction with various committees and administrator.
- Ensure that all committee members are soliciting information from members to include in member news: new job positions or promotions, member-to-member business, awards and recognitions.
- Oversee the allocation of committee member responsibilities (example website up-dating, weekly e-mail blasts, Linked-in postings and member approvals), committee liaison positions and relevant procedures for coordination with all other committee directors.
- Prepare monthly report for the Board Consent Agenda.
- Provide a list of Committee accomplishments to be presented to members during the Annual Meeting or other membership meetings as directed by President or President-Elect.
- Attend chapter events and act as a greeter at events, when assigned.
- Attend any Member Retreats and Board Retreats.
- Additional responsibilities as included in CREW Network playbooks.