

## POSITION DESCRIPTION: INTERNAL COMMUNICATIONS

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**Definition:** The internal-communications committee-chair position on the AFSCME Local 328 executive board serves as a link between the membership and news about our union, by coordinating all union communications.

### Required Duties:

- Attend monthly executive-board meetings and submit a monthly report
- Chair monthly ICC meetings
  - Determine make-up and activities of committee
  - Prepare an annual budget
- Ensure that all union communications have consistent, recognizable Local 328 branding
- Ensure that all union communications have been copyedited prior to distribution
- Publicize union news and information to the membership using the most suitable method (e.g., blog, social media, email, poster, flyer)
- Solicit staff and other board members or committees for content (e.g., emails, blog articles, posters)
- Maintain and post to our union's social-media pages (or delegate to other ICC members)
- Update our union's website (or delegate to other ICC members)
- Post articles to and moderate comments for our union's blog (or delegate to other ICC members)
- Design brochures, flyers, posters, etc. (or delegate to other ICC members)
- Work with our union's president to ensure that HR receives a draft of email communications when mandated by the contract
- Load email content into the newsletter editor of the eZone and send emails during the contractually allowed timeframe
- Submit Copy Center orders for staff and other board members or committee
- Check union email at least three times per week and respond to messages in a timely manner
- Participate in all email votes

### Suggested Activities:

- Produce informal short videos with members for communications campaigns
- Develop an annual communications plan
- Interface with data maintenance position and secretary for periodic document review and update

### Budget Considerations:

- Posters
- Release time
- Facebook post boosts and page promotion

**Support:** The Local 328 ICC chair will receive a monthly incentive payment per the Executive Board Incentives policy.