

PCACAC Position Description – Communications Committee Chair Three-Year Term

The responsibilities of the Communications Committee Chair include:

- Serve as voting member of the Executive Board
- Lead the Communications Committee in defining and promoting PCACAC as the leader in post-secondary education counseling of various constituencies, including higher education institutions, secondary institutions, and media outlets
- Oversee the monthly production and distribution of *The Anchor Splash* and any other PCACAC publications and marketing initiatives
- Engage in relevant activities to promote PCACAC's positive image
- Maximize communication and service to the Association's membership and its various constituencies utilizing all communications means including PCACAC website, social media and PCACAC E-List
- Promotion and review of all PCACAC events--annual conference, Coming Together Conference, Summer Institute, professional development opportunities,
- Determine committee and SIG liaisons that meet with chairs regularly to collaborate on content to amplify and promote committee activities via social media, the website, Anchor Splash, and E-list
- Manage and update a communications calendar along with Executive Assistant and Leadership Team
- Maintain the PCACAC website in coordination with the Executive Assistant
- Monitor the usage of the PCACAC website as a professional tool
- Enhance and improve the content and functionality of the website
- Maintain a database of digital media reflecting photos, videos, and audio files from PCACAC events, conferences, and professional development opportunities
- Manage the development and production of The Anchor Exchange: A PCACAC P(c)odcast

Estimated Time Commitment for the Communications Committee Chair:

NACAC Conference (in-person attendance recommended)	4 days per year
PCACAC Conference	4 days per year
PCACAC Executive/Full Board Meetings	2 in-person/2 virtual days per year
Bi-Monthly Committee meetings	6 days per year
Monthly Check in with Leadership Team Liaison	12 days per year
Social Media Planning and Posting	1 day per week
