



COMMUNICATIONS COMMITTEE

Overview

The role of the Communications Committee is to facilitate engagement and communication from International ACAC to its members and between members themselves. Individual Communications Committee members are expected to contribute to the following subcommittee domains: Socials, Creative, and/or Administrative.

As a collective the committee is tasked with creating, hosting, and supporting the preparation of content; monitoring, moderating, and contributing to social channels; participating in committee meetings, virtual discussions, and supporting cross-committee communications and initiatives; developing communication plans for key organizational initiatives and providing guidance as requested on crisis management issues.

Responsibilities

Committee members are responsible for building engagement of the membership through various channels. This work focuses on: updating, creating, and reviewing content for InternationalACAC.org; Engaging the membership through social media channels. The work of the committee is both cyclical and reactionary to organizational events and initiatives.

Annual Projects include:

- Website: Job Board Promotion Reminder (September/October)
- Call to Action: Conference Volunteer Sign-up (October)
- International Education Week (November)
- Call to Action: Committee Volunteer Applications (December/January)
- Election/Voting (February/March)
- Website: Job Board Promotion Reminder (April/May)
- WeChat/Facebook Clean-up (May/June)
- Socials - Conference Hype Campaign (June)
- Conference Coverage (July)
- Regional Conference Coverage (annually)

Level of Commitment

Regular contribution to one or more subcommittee domains, this may include, but is not exclusive to the following:

- Socials:
 - Managing posts for Annual Projects
 - Manage member approval (Facebook and WeChat)
 - Manage annual clean-up (Facebook and WeChat)
- Creative:
 - Designing content to support Annual Projects
 - Support peer committees with creative needs where relevant/possible
- Administrative:
 - Annual Project Management
 - Developing Communication Plans and Campaigns as needed
 - Organizing committee meetings, resources, and members
- Committee Liaisons
 - Committee Liaisons are assigned to be the main point of contact between the Communications Committee and our peer Committees

Necessary Traits or Qualities

Communications Committee members should be representative of the entire membership community. They are responsible for considering the most effective means to engage the association on matters of importance and ways to build community. Committee members possessing the following characteristics will be given preference:

- Proactive participation: Seeking innovative thinkers who can find new ways to engage members in participatory community building.
- Experience with professional writing: A lot of the work entails content building, and familiarity with writing articles, blog posts, or media releases or other written works is essential.
- Comfortable with social media: Individuals should be familiar with curating relevant content for a specific audience and be active on various social media channels.
- Creative design & web management: Some experience or exposure to graphic design and illustration software such as Canva, Adobe Photoshop, Illustrator, or similar is ideal. Alternatively, familiarity with WordPress or other web content management products is desired.
- Ability to stay focused and meet deadlines: Many of the projects are time-sensitive, and meeting goals and deadlines are critical.

In applying to volunteer for this committee, please include any and all means by which you have relevant experience or meet the above criteria. Committee volunteer applications will be reviewed with the intent to select the most qualified and active candidates to meet the needs of the committee. Additionally, we value diverse voices and aim to maintain a committee roster that reflects our global organization. This includes but is not limited to ethnicity, linguistics, geography, membership type, and professional role and experience(s).

Challenges and Growth Areas

Over the next couple of years, the committee will be focusing on expanding quality and relevant content across International ACAC's communication channels. While continuing to support community building through the popular Facebook group, the main focus of incoming committee members should be in looking to find ways to engage the membership through modern communication channels and support ad-hoc projects as the organization continues to evolve.

Term Length

Three Years. Each person is an active member of the committee for three years, with the term beginning on July 1 of the first year and ending on July 31 of the third year.

Last Updated: October 2024