

## **Job Description for Communications Director**

As a communications director serving on a charity board of directors, your main responsibilities may include:

**Developing and implementing communications strategies:** You will develop and implement communications strategies that align with the charity's mission and values, and that effectively communicate its mission, activities, and impact to key stakeholders, including donors, volunteers, partners, and the general public.

**Managing the charity's brand and messaging:** You will manage the charity's brand and messaging, ensuring that all communications are consistent, compelling, and aligned with the charity's strategic priorities and goals.

**Overseeing the charity's media relations:** You will oversee the charity's media relations, including responding to media inquiries, developing press releases and other media materials, and coordinating with journalists and media outlets to promote the charity's activities and accomplishments.

**Managing the charity's website and social media channels:** You will send updates for the charity's website and social media channels, ensuring that they are up-to-date, engaging, and effective in reaching and engaging with key stakeholders.

**Monitoring and evaluating communications performance:** You will monitor and evaluate the performance of the charity's communications activities, and provide feedback and recommendations for improvement to the board and staff members.

Overall, as a communications director serving on a charity board of directors, you will play a critical role in ensuring that the charity effectively communicates its mission, activities, and impact to key stakeholders. You will develop and implement communications strategies, manage the charity's brand and messaging, oversee media relations, manage the charity's website and social media channels, create and produce communications materials, provide communications training and support, and monitor and evaluate communications performance.