

Communications Chair Role Description

ROLE DESCRIPTION FOR THE NAPNAP COMMUNICATIONS CHAIR

I. Overview/Responsibilities:

The chair of the Communications Committee shall promote the ideals of the Association and disseminate information through communications to current and prospective members, the media, industry and the general public.

II. Selection Guidelines:

- Shall be elected by and from the active membership of the Association for the term of two (2) years, alternating with Secretary. Election shall be in the odd numbered years. Eligible for re-election for second 2 year term.
- Demonstrates excellent communication skills.
- Exhibits inter-organizational skills.
- Demonstrates ability to write and edit manuscript copy.

III. Time Requirement: Approximately 4 – 8 hours per week.

A. Common for all Executive Board members

1. A half day orientation preceding the June Executive Board meeting the first year of appointment or election.
2. Three (1-2) day Executive Board Meetings per year (one meeting in the fall, one held in conjunction with the NAPNAP Annual Conference and a June Board meeting following the New Board Member Orientation meeting).
3. Strategic Planning Meetings – held approximately every three years, usually in conjunction with the Fall Board Meeting.
4. Regularly scheduled conference calls with the Executive Board. (Approximately one hour in length, held every 2-3 months when there is not a face to face Executive Board Mtg.)
5. Active participation on the NAPNAP Annual Conference.
6. Periodic meetings with the Foundation Board.

B. Unique to Position

1. Attends one annual Journal Editor meeting held in conjunction with the NAPNAP Annual Conference.

IV. Primary Functions:

A. Common for all Executive Board members

1. Participates in the meetings of the Executive Board and the Association including but not limited to:
 - Conference Call Meetings
 - General Sessions of the Executive Board
 - Executive Sessions of the Executive Board
 - Strategic Planning Meetings
 - Annual Business Meeting of the Association
 - Special Meetings as called by the President
2. Submits/contributes reports for annual activities as follows:
 - Annual Activities/Goals and Time Table for the Strategic Plan (September)
 - Written or verbal report on activities for the Executive Board Meetings (1 – 2 month prior to the scheduled Fall, Conference and June Board Meetings)
 - Written Annual report for the General Business Meeting (Due February)
3. Assists in overall budget planning by providing input into the development of the annual budget or new proposals that impact the budget (usually done at Executive Board meetings).

B. Unique to Position

1. Serves as a voting member of the Executive Board.
2. Coordinates communications projects with the National Office Staff.
 - Coordinates selected communications projects

- Initiates contacts with potential new industry representatives and professional contacts
 - Coordinates new contacts with the Director of Membership and Communications.
 - Oversees communications events for the Annual Conference through local chapter of NAPNAP members living in the area.
 - Serves as department editor for NAPNAP Journal and writes bimonthly “NAPNAP Update” section of the journal.
 - Reviews applications and committee evaluations for the Clinical Expert Panel and makes final approval/non-approval for each clinical expert applicant.
 - Reviews and approves external weblink requests from organizations and/or companies.
3. Serves as chair of the Communications Committee
 - Chairs the Communications Committee meeting at Annual Conference.
 - Participates in review and development of NAPNAP brochures.
 - Responsible for approval of NAPNAP brochures, along with President and Executive Director.
 4. Assists chapters, individual NAPNAP members and committee members to successfully interface with local agencies/organizations in the implementation of PR activities.
 5. Participates on the following standing committees and other committees or task forces as appointed by the president:
 - Strategic Planning Committee
 - Position Statement review committee
 - Awards Selection Panel for:
 - Henry K. Silver Award
 - Consumer Writing Award
 6. Serves as a role model and provides positive mentoring experiences for potential future NAPNAP leaders.

V. Timeline

ON-GOING: Develop/review PR materials as needed.

WEEKLY: Respond to letters, facsimiles, and other requests.

BI - MONTHLY: Participate on scheduled conference calls for the Executive Board.

AUGUST: First Week: NAPNAP Update - send to JPHC

Information will be provided to board members regarding the Fall Board Meeting and items will be requested for the agenda (about 7 weeks prior to the meeting).

SEPTEMBER: Executive Board Member Goals & Objectives due.

Submit agenda items and activity report to the national office for the Fall Board Meeting.

OCTOBER: First Week: NAPNAP Update - send to JPHC

Attend the Fall Executive Board meeting scheduled approximately mid to end of October or early November.

Information will be provided to board members regarding the Annual Conference registration and travel details. Invitations will also be sent to SIGs, Chapters and Committee Members.

NOVEMBER: List Sustaining Members in the March/April issue of the Journal.

Reviews Clinical Expert Panel Application.

DECEMBER: First Week: NAPNAP Update - send to JPHC

JANUARY: As a member of the Awards Selection Panel, will review applications/nominations for the Henry K. Silver

Award and the Consumer Writing Award.

FEBRUARY: First Week: NAPNAP Update - send to JPHC

Board members will be requested to provide information for the Spring Executive Board Meetings including Executive Session, General Session, Business Meeting and Town Hall.

MARCH: Attend the Spring Board meeting preceding the annual conference in March or April as conference schedule prevails. Conference responsibilities include: Attend the Executive Session & General Session meetings of the Executive Board; Attend at Opening Ceremonies; Attend the Awards Breakfast, Business Meeting and Town Hall; Attend Closing Session.

APRIL: ANNUAL CONFERENCE: As above if scheduled for April

First Week: NAPNAP Update - send to JPHC

MAY: Board members will be requested to provide information for the June Executive Board Meeting. Submit agenda items and activity report to the national office.

Last Week: Reviews Clinical Expert Panel Applications

JUNE: First Week: NAPNAP Update - send to JPHC

Attend the June Executive Board meeting scheduled approximately the last weekend of June.

6/26/10 approved by the Executive Board with minor revisions

12/29/10 jk revisions

2/23/11 approved by the Executive Board