



MOAA-Alamo Chapter

Volunteer Position Description

Title: Vice President of Communications

Importance of Position: This position is the point-of-contact for all communications to include the monthly Chapter newsletter, *The Lariat*, all social media and the website. The Editor ensures communication between the Chapter and the membership is presented in a consistently comprehensive manner and on a timely basis. Ensures Chapter activities and accomplishments are represented in MOAA publications and other communication venues.

General Expectations:

- Current member of MOAA and of MOAA-AC.
- Aware of MOAA-AC By-Laws and Strategic Plan
- Have computer access and be computer literate.
- Attend 85%-100% of staff and membership meetings.
- Prepare and submit budget input as needed.
- Support the planning process as needed.

Qualifications:

- Background in the communications arena to include print, web and social media.
- Broad knowledge of military departments and related organizations.
- Proven writing and editing skills.
- Excellent planning and scheduling skills.
- Flexible in working with a variety of situations.
- Excellent human relations skills especially with volunteers.
- Awareness of publication costs i.e., printing, advertising, distribution.
- Ability to coordinate efforts with VP of Membership to aid in building and retaining members and the VP of Marketing and Development to ensure ad goals are met.
- Ability to coordinate efforts with staff and board members to assist as needed in publicizing their efforts to the membership and other stakeholders.
- Ability to work effectively with a contracted executive assistant.
- Have a current driver's license and reliable transportation. Have security access to all JBSA installations.

Responsible to: Chapter President

Supervises: Webmaster and Social Media/Assistant Webmaster

Major Responsibilities:

- Know and use MOAA National publication guidelines. Ensures all MOAA branding requirements are met.
- Edits the chapter newsletter, the *Lariat*. Follows all copyright rules, etc.
- Publish a high standard publication, website, social media and other media venues.
- Work hand-in-hand with the contracted executive assistant to ensure newsletter assists in meeting membership goals.
- Set and meet deadlines to ensure publications, etc. are presented to membership on a consistent and timely basis.
- Work with each contributor to ensure a collaborative effort in content.
- Establish a working arrangement with the VP Marketing and Development to build long-term ad support.
- Work collaboratively with VP Membership Recruitment and Retention to ensure newsletter, etc. assist in meeting membership goals.
- Work collaboratively with contracted executive administrative in design, structure, and editing.
- Train an Assistant Editor for backup in the event the Editor is unable to perform his/her duties for a significant period of time.
- Submits articles to MOAA publications. Maintains strong relationships with MOAA public relations/communications staff.

Training/Preparation: This position requires competency in communications areas to include print, social media and web.

Average Time Commitment: Average 10 hours per month.

Length of Commitment: Minimum of one year is highly desirable.

Measures of Success:

- Positive feedback from both the staff and general membership.
- Chapter receives a 5 Star Level of Excellence award each year.
- *The Lariat* wins, annually, a MOAA Communications Award.
- Complete all action steps, as assigned, in the chapter Strategic Plan.

Date Prepared: January 2025

Dates Revised: