



League of Women Voters of New Mexico Job Description - Communications Committee Chair

Roles:

Create and maintain the infrastructure for internal and external communications by the state League of Women Voters

The Communications Committee includes the chair, the editor of *La Palabra*, webmaster/technology specialist(s), and public relations coordinator. Local League editors, webmasters, and publicity chairs are also invited to join.

The Communications Committee Chair must be a member of the state board of directors, and may (but need not) also hold another of the portfolios listed above.

Responsibilities of the Communications Committee:

Assist the president and board to fulfill their public relations needs

Edit and produce the quarterly newsletter *La Palabra*

Maintain the on-line presence of LWVNM

- Maintain the web site, including maintaining and updating associated e-mail aliases
- Manage LWVNM listservs, including LWVNMTopics and other more specialized listservs such as LWVNMAction
- Manage social media, including Facebook and Constant Contact or a similar tool

Maintain a database of state media outlets with contact information

Maintain mailing database of recipients of courtesy copies of *La Palabra*:

- Federal elected officials
- Statewide elected officials including Governor, Lt. Governor and Secretary of State
- Legislators from districts with local Leagues, plus others in legislative leadership positions
- County clerks and libraries in districts with local Leagues
- Extra copies for local League membership chairs, as requested

Responsibilities of the Communications Committee Chair:

Facilitate the sharing of communications strategies among local Leagues

- Communicate with local League newsletter editors, webmasters, public relations chairs
- Mentor League members on public relations strategies

Ensure that the various platforms are documented and detailed procedures are maintained

Provide regular updates to the state board.

Document activities for LWV files.

Develop communications budget for biennial budget committee. Monitor and suggest changes, if necessary, for consideration by the state board.

RECORDS CHECKLIST

DOCUMENT	COMMENTS
List of Communications Committee members	Include contact information
Documentation for various on-line platforms	e.g., hosts, contacts, passwords, sources for assistance, detailed procedures if appropriate
<i>La Palabra</i> extra distribution list	