

STL-ODN

St. Louis Organization Development Network

Communication Chair's Role Description & Responsibilities

Overview of Expectations

The STL-ODN Executive Team (ET) is responsible for providing overall leadership and strategic direction for the ongoing operation and health of the organization. The STL-ODN is run exclusively by volunteers, and ET members have a critical stewardship role. ET members are expected to act collaboratively in the achievement of the organization's goals, in alignment with the overall strategic agenda. In addition to the shared responsibility for establishing and maintaining the strategic direction of the organization, each ET role has specific responsibilities.

Role Description

The Communications Chair is mainly responsible for the strategic coordination of all communications that will touch STLODN members or prospects, keeping the customer experience top of mind. Secondly, the Communications Chair is the official spokesperson of the STL-ODN, along with the President, and builds and maintains key external relationships.

The ET holds regular monthly meetings, and typically 2 meetings for transition and strategy planning. Assuming a match of skills and interests to our needs, preference for ET membership is given to individuals who have been active in the local OD community (members for at least 6 months, volunteers, and attendees of our events). All must be members in good standing.

Role Responsibilities

1. Attend monthly ET meetings (2 hours/month)
2. Attend Communications Committee meetings (1.5 hours/month)

3. Attend monthly program (2 hours/month)
4. Prepare for monthly meetings, and following up with notes and action items. (1.5 hours/month)
5. Set communications strategy for the year in alignment with overall strategic direction.
6. Develop communication plans and messages that integrate and coordinate various ET activities.
7. Review member communications and marketing materials. Supply to Web Administrator as needed. (1 hour/month)
8. Direct the work of the Web Administrator.
9. Manage and promote the use of Social Media to engage members. Manage or oversee the management of STL-ODN LinkedIn.
10. Manage or oversee the management of the STL-ODN g-mail account, directing communications to the appropriate ET members for reply. (30 minutes/month)
11. Create/maintain branding standards for all STL-ODN communications.
12. Act as a liaison with other professional organizations to promote STL-ODN events and develop any cross-marketing opportunities.
13. In partnership with the President, serve as public spokesperson for the organization.
14. Promote public recognition of STL-ODN as an authoritative source on OD subjects.
15. Conference Communication: Work with Conference Committee member responsible for communication to strategize, create, and disseminate communications. (10 hours over 6-8 weeks)
16. Awards Communication: Update award documents and processes; send communications; receive and review applications; select winners; track and stay in touch with winners; communicate project results to STL-ODN. (8 hours over 8 months)