

## **DIRECTOR OF COMMUNICATIONS**

**POSITION: Board Member, elected to Office by membership vote**

**TERM: 3 Year Term for 2 consecutive terms**

### **WHAT DO I HAVE TO DO**

- 1. Monitor and direct additions/changes to the Section website**
  - Oversee the budget for the website & approve new projects based on their appropriateness and availability of funding
  - Work with Webmasters to develop new sections on the website
  - Work with the Administrative Liaison to monitor and make changes to the website
  - Collect suggestions from the membership and create new ideas on the use of the website to enhance communication of the Section's mission and vision to the membership and to the public at large.
  
- 2. Oversee the activities of the Section Booth at medical conferences and APTA conferences**
  - Coordinate with members who are attending medical conferences (e.g. ACOG/AUGS/SUNA) and make sure that the booth is sent to the appropriate destination and is manned adequately.
  - Recommend enhancements to the Booth and budget for maintenance and upgrades to ensure that our presented image is ideal and representative of our values.
  
- 3. Establish/maintain a relationship with the Public Relations Department of the APTA; coordinate/communicate Section PR activities**
  - Engage volunteers for the APTA Hot Line when the topics are related to women's health and coordinate PR efforts
  - Review and recommend edits to women's health brochures distributed by the APTA every 2 years.
  - Facilitate, mentor and supervise the activities of the media team
  - Establish and maintain communication channels with local and national media and publications

- Enhance awareness of our membership on publications and articles that appear in the media related to women's health to help members dovetail their marketing efforts into the national news. Example Dear Abby column on sexual pain.

**4. Provide leadership and vision for the Section**

- Assist with Strategic Planning
- Mentor and provide guidance to direct reports as needed
- Develop an annual budget for Communications

**5. Communicate with the membership:**

- Annual report of your activities due in December for publication in the Journal to be presented at CSM
- Report articles of interest in the newsletter regarding public relations and advertising.

**6. Attend Meetings**

- CSM every year 4 days in February
- Summer Retreat (early August) 4 days Thursday thru Sunday

**TIME COMMITMENT**

- Chunk of time in January to plan for CSM – 15+ hours; prepare Agenda items, motions, prepare for discussion.
- Chunk of time in June to plan for Retreat – 15+ hours; prepare budget, agenda items, motions, and discussion
- Chunk of time for Projects – example, work with Webmaster to overhaul the website if needed or work on replacing/redesigning the Sections booth. These projects may take up to 80+ hours each over 3-4-month period
- Quarterly phone conference for the entire Board – Meeting time is usually 8 pm EST for 2 hours
- Monthly monitoring of the information on the website – 2 hours
- Weekly – Average 2 hours to handling emails, responding to Section Officers and members, APTA directives. Thinking, planning and attending to the Action Items under your To-Do List. Following up on Action items discussed and entrusted to you at meetings and/or phone conferences.

### **SO DO I HAVE THE RIGHT ATTRIBUTES FOR JOB?**

- Be creative and enjoy the many forms of Public Relations activities; media, publications, Internet etc.
- Can collaborate, network and follow up with members, stakeholders, partners, and contractors to ensure smooth PR/web activities
- Can mentor and encourage development of those that report to you and encourage them to be future leaders for the Section
- Can provide Leadership and Problem Solve to facilitate and ensure that other volunteers and members reach their goals and have their questions answered.
- Want to make a difference in the way the public and other physical therapists view the realm of women's health
- Want to be a part of the future of physical therapy for women on the regional and national scale via public relations activities
- Can Plan and help to steer the Strategic Vision and Mission of the Section on Women's Health

### **SO WHY SHOULD I DO THIS?**

- An opportunity to realize your potential as a leader in women's health and to make a difference in the future of our practice; to serve your colleagues, the membership and share the uncommon energy, vision and dedication of the BOD.
- An opportunity to empower others towards realizing their potential and ensure a strong leadership for the future of the Section

### **MATERIAL BENEFITS:**

- Free tuition to Pre-conference at CSM
- Hotel, travel allowance and per diem paid at CSM and Summer Retreat (based on shared room)