



NorthWest Augmentative Communication Society

www.nwacs.info | info@nwacs.info

Board Member Role: MARKETING COORDINATOR

Board Member Benefits:

- Connect and network with colleagues and mentors in the field of AAC
- Learn and grow your knowledge in AAC/AT
- Complimentary conference registration
- Flexibility and support from your fellow board community
- For professionals:
 - continuing education opportunities
 - an activity to add to your curriculum vitae

What You Can Expect As A Board Member:

- Length of term: no requirements; ideally at least 2 years
- Meeting attendance
 - Monthly board meetings (~1 hour)
 - Volunteer meetings (~1 hour; biannually to quarterly)
 - Evening Seminars (~1 hour; biannually)
 - Annual Fall Conference (full-day event once per year)
- Contribute 1-2 blog posts per year

General Responsibilities:

- Attend and actively participate in monthly board meetings, including sharing relevant updates
- Attend other NWACS events to support our mission, vision, and values
- Report input to the President or Vice-President in advance of a board meeting you will be missing
- Respond to board emails in a timely manner
- Participate in projects or committees
- Assist in recruiting volunteers and future board members
- Contribute to the NWACS blog as you are able

Specific Responsibilities:

- Work and coordinate with the web team
- Manage email marketing via MailChimp account (announcements, event reminders, newsletters, etc.)
- Manage NWACS branding using Canva account
- Manage strategy for promoting NWACS mission, vision, values, content, projects, events, etc.
- Choose and obtain physical promotional materials for in-person events
- Coordinate with board to provide marketing/promotional strategies on all NWACS events, projects, etc.
- Take photos at NWACS events to use in marketing, on social media, and on the website (obtain needed permissions)