Associate Director, Communications

The Associate Director, Communications works closely with the VP of Communications, and alongside the Associate Director, Content, and other members on the Communications team to ensure completion and execution of communication tactics. This position is responsible for maintaining coordination among Communications team members to ensure all campaign/promotion messaging is in harmony. Responsible for maintaining one AMA Chicago has one voice and one message across all communications.

Primary Responsibilities

- Keep team members on task with key priorities based on VP’s strategic goals by maintaining a calendar of all communication material deadlines for the year.
- Assists the VP, Comms as a liaison between with other board committees, helping to accommodate each of their communications needs.
- Ability to step in and execute on tasks when needed (particularly writing copy and submitting social posts).
- Oversees that sponsorship commitments are cared for in communications channels.
- Maintains the image of the Chapter, including the logo, publication design, stationery and letterhead, communication standards, etc.
- Work closely with Content Director to inform on priorities, and strategically align communications across channels.
- Manages outside agency for BrandSmart promotions.
- Manages deadlines against priorities.
- Participates in monthly communications team conference call.
- Understands lead times for event promotions and kick off with various teams.
- Routinely reviews data (provided by the Marketing Insights Committee) to make informed, decisions about channel, content and targeting strategies.
- Attends events, regularly.
- Communicates and responds regularly in Slack.

Secondary Responsibilities:

- Keep committee members actively engaged.
- Manages in-kind video service professionals in capturing footage for use in communications.
- Keep committee documents updated and organized on Google Drive.

Specific Channel Responsibilities:

- Responsible for the oversight (and sometimes the execution of) communication tactics across channels. This includes:
  - Social Media posts
  - Emails (including monthly eNewsletter)
  - Press Releases
  - Website updates
  - Blog
  - Events communications
  - Campaigns
Qualifications

- Active AMA membership (required)
- Excellent communication and time management skills
- Can-do attitude
- Experience managing a team of communication professionals
- Ability to handle multiple tasks and meet deadlines
- Understands how to use the Committee’s technology platforms
- Understands best practice approaches for marketing communications