**The Communication Team is made up of the following roles:**

* Director of Communications
* Blog Coordinator
* SPIN:News Editor
* SPIN:News Content Curator
* Press Release Writer
* Communications Manager (Staff Position)

*As member needs evolve, the duties of the members of the Communication Team may change to keep up with those needs.*

*Note: The list of local members will be entrusted to the Director of Member Relations for use in their duties and* ***should not be used for any other purpose whatsoever, especially not to be given to sponsors or others who are not members of the branch****.*

**Role - Director of Communications**

**Purpose** - Communicate SPiN's brand, value, programs and news to our membership, the industry and the media.

**Who do they report to** – Executive Director – (they will also work closely with the Branch Communication Managers)

**How much time it will take** – 15 - 20 hours per month

**Specific duties include:**

* Create an annual communications plan and manage its production and delivery
* Oversee the various team members in your department
* Work directly with the Communications Manager and other consultants to deliver messages
* Maintain the brand look on all communication vehicles
* Provide leadership to Branch Communications Managers via monthly conference calls to make sure they know what is happening within SPiN
* Provide content for the SPIN Update to all Branch Program Managers
* Provide communication updates and progress on communications initiatives on monthly leadership calls
* Participate in monthly leadership/strategic calls
* Attend SPINCon and annual SPiN leadership meetings

**Compensation** – 3 SPIN:Credits for each quarter they serve, free Branch Event registration, & free SPINCon registration during the year they serve

**Resources** - The Director of Communications should make use of the various files and forms found in the “SPIN Volunteer Data/Branch Resources” and the “SPIN Volunteer Data/SPiN Brand Materials” folder on Dropbox.

**Role – Blog Coordinator**

**Purpose** – coordinate the writing/collecting and posting of entries for the SPiN blog

**Who do they report to** – Director of Communications (in that role absence, Executive Director)

**How much time it will take** – 10-15 hours per month

**Specific duties include:**

* Create a yearly schedule of blog publication
* Write SPiN blogs, as necessary
* Find SPiN members to write blogs for submission – SPIN:Credits would be awarded to members who submit a blog
* Read and approve submitted blogs
* Working with SPIN Staff, post collected blogs to the website following the yearly schedule
* On a quarterly basis, provide SPiN Staff with a report of members who should receive SPIN:Credits for their submissions
* As much as possible, maintain the SPIN brand in all blogs
* Participate in monthly leadership/strategic calls
* Attend SPINCon and annual SPiN leadership meetings

**Compensation** – 3 SPIN:Credits for each quarter they serve & free Branch Event registration

**Resources** - The Blog Coordinator should make use of the various files and forms found in the “SPIN Volunteer Data/Branch Resources” and the “SPIN Volunteer Data/SPiN Brand Materials” folder on Dropbox.

**Role – SPIN:News Editor**

**Purpose** – Coordinate the writing/collecting of articles for SPIN:News (our monthly newsletter)

**Who do they report to** – Director of Communications (in that role absence, Executive Director)

**How much time it will take** – 10-15 hours per month

**Specific duties include:**

* Create a yearly schedule of the overall themes for our monthly newsletter with the SPIN:News Content Curator
* Write at least one article for each newsletter
* Find SPIN members to write articles for the current or future issues with SPIN:News Content Curator
* Read, approve, and schedule submitted articles
* On a quarterly basis, provide SPiN Staff with a report of members who should receive SPiN:Credits for their submissions
* Work with SPiN’s Communication Manager to layout/edit the electronic version of the newsletter
* As much as possible, maintain the brand look in all articles/issues
* Participate in monthly leadership/strategic calls
* Attend SPINCon and annual SPiN leadership meetings

**Compensation** – 3 SPIN:Credits for each quarter they serve & free Branch Event registration

**Resources** - The SPIN:News Editor should make use of the various files and forms found in the “SPIN Volunteer Data/Branch Resources” and the “SPIN Volunteer Data/SPiN Brand Materials” folder on Dropbox.

**Role – SPIN:News Content Curator**

**Purpose** – Develop and coordinate the delivery of SPIN:News with the Editor

**Who do they report to** – SPIN:News Editor (in that role absence, Director of Communications)

**How much time it will take** – 10-12 hours per month

**Specific duties include:**

* Create a yearly schedule of the overall themes for our monthly newsletter with the SPIN:News Editor
* Find writers to deliver the material for SPIN:News
* Work with the writers to schedule the deadline date for each article
* Read articles in industry blogs and publications for relevant articles
* Reach out to industry blog writers and other publications for permission to reprint articles
* Participate in monthly leadership/strategic calls
* Attend SPINCon and annual SPIN leadership meetings

**Compensation** – 3 SPIN:Credits for each quarter they serve & free Branch Event registration

**Resources** - The SPIN:News Content Curator Coordinator should make use of the various files and forms found in the “SPIN News Article” folder on Dropbox

**Role – Press Release Writer**

**Purpose** – Write press releases on an as-needed basis

**Who do they report to** – Director of Communications (in that role absence, Executive Director)

**How much time it will take** – varies depending upon month

**Specific duties include:**

* Working with the Director of Communications, create a schedule of Press Releases based on major events in the SPiN calendar – SPiNCon, April’s Cupcake Wars, October’s Birthday month, new programs, etc.
* Work with SPiN’s Communication Manager to distribute these press releases to various industry sources and other press release firms
* As much as possible, maintain the brand look in all press releases
* Participate in monthly leadership/strategic calls
* Attend SPiNCon and annual SPiN leadership meetings

**Compensation** – 3 SPiN:Credits for each quarter they serve & free Branch Event registration

**Resources** - The Press Release Writer should make use of the various files and forms found in the “SPiN Volunteer Data/Branch Resources” and the “SPiN Volunteer Data/SPiN Brand Materials” folder on Dropbox.

**Role – Communications Manager (Staff Position)**

**Purpose** – Manages the collection and delivery of communication elements as scheduled in the communications calendar for SPiN

**Who do they report to** – Director of Communications and Executive Director

**How much time it will take** – 20 hours

**Specific duties include:**

* Working with the Director of Communications and Executive Director, maintain the communications calendar for SPiN
* Create/sends out the various e-blasts promoting SPiN events
* Collect sponsor e-blasts for delivery and maintains the schedule for such e-blasts
* Work with the rest of the Communications Team to deliver press releases, blogs, and SPiN:News issues in a timely fashion
* As much as possible, maintain the brand look in all communications
* Participate in monthly leadership/strategic calls
* Attend SPiNCon and annual SPiN leadership meetings

**Compensation** – based on experience

**Resources** - The Communications Manager should make use of the various files and forms found in the “SPiN Volunteer Data/Branch Resources” and the “SPiN Volunteer Data/SPiN Brand Materials” folder on Dropbox.