

Board of Directors: Communications Director

This position is a two (2)-year term, serving 2025-26. There are two (2) Communications Directors with staggered terms.

Responsibilities

- Set strategic media direction and policies for the chapter, and work cooperatively with staff, the Advocacy Director, and (where appropriate) other board and committee leaders.
- Working with the AIA Atlanta Executive Director and Branding and Communications Manager, develop and maintain relationships with key media in the chapter's boundaries.
- Work with staff to establish a strategic plan for AIA Atlanta's website and social media platforms, and to develop appropriate content for these channels
- Work with the Membership Director, other board members and staff to develop and deliver effective internal communications targeted to AIA Atlanta members
- Work with Executive Director to set annual communications-related budget items for the chapter.

Accountability

- AIA Atlanta Executive Committee
- AIA Atlanta Board of Directors
- AIA Atlanta membership
- AIA Atlanta staff

Specific Duties

- Lead effort to create the chapter media strategy that will result in mediums, content, and campaigns that align with AIA initiatives and members' interests
- In January of each year, work with staff and other key board members to develop strategic media calendar for the year, addressing needs of Development, Advocacy, and Programs.
- Seek opportunities to promote AIA Atlanta member and firm successes, recognitions, achievements, awards, etc.
- Work with staff, board members and AIA Atlanta members to publish/deliver the *Atlanta Business Chronicle* annual architecture insert (coordinated with the Build Something Great event each year).
- Initiate, attend, and lead regular meetings with staff to review current communications and media calendar, and develop campaigns and strategies for future content.
- Lead effort to design and execute a public facing physical presence for AIA Atlanta and AIA Georgia offices.

Working Relationships

- AIA Atlanta Board of Directors
- AIA Atlanta staff
- AIA Georgia Comms efforts
- Website and PR consultants

Skills/Knowledge Needed

- Exceptional planning and organizational skills
- Excellent writing skills and familiarity with website strategies and publication techniques
- Either existing relationships with local media, or willingness to develop such
- Proficient in popular and emerging social media platforms