

## NAGAP Volunteer Opportunity Details

**Committee:** Communications & Marketing Committee

**Sign-up Close Date:** March 6, 2017

**Contact:** Teisha Johnson, Illinois College of Optometry – TJohnson@ico.edu

**Appointment Term:** 2 Year Commitment

**Travel Required:** none planned at this time

### Description:

This is a new committee. The Communications & Marketing Committee is responsible for planning and coordinating internal and external communications for the Association; assists with the webmaster role with the NAGAP website; and helps curates content for NAGAP social media channels.

### Time Commitment:

- 1-12 hours to 13-49 hours per month depending on the activity

### Additional Information or Requirements:

The committee seeks those with technical, social media, communication, and project management skills.

**Number of openings anticipated:** 3-4 committee members as well as team members in the functional areas.

- **Website Team Leader (filled):** The Website Team Leader will be charged with assisting with updating and changing content on the NAGAP website, identifying areas for improvement, and assisting with new web projects as appropriate.
- **Social Media Team Leader:** The Social Media Team Leader will assist in posting and monitoring content on all NAGAP social media properties - primarily including Facebook, LinkedIn, and Twitter – and responding to questions and posts as well. This person will be acutely aware of opportunities for engagement through these channels and will be asked to help develop new ways to deliver value to our members utilizing each channel.
- **Webinar Facilitator Team Leader:** The Webinar Development Team Leader will solicit speakers; coordinate the setup of webinars to include branding and theme, presenter login credentials, and presenter training; and assist with running webinars and coordinating communications before and after the webinar. Content and topics will be provided by the Education Committee.
- **NAGAP/GEM Content Team Leader:** The NAGAP/GEM Content Team Leader will be charged with staying current on NAGAP and GEM related news and identifying content for promotion on the NAGAP website, through NAGAP eNews, and on NAGAP social media channels. The Team Leader will assist in the creation of content to be promoted as social media posts, blogs, articles, and more.

Expectations of team members include:

- Attendance at team meetings (via conference call) as directed by team leader
- Participation in projects and outreach associated with your workgroup