

## Job Description

# CSD Communications Chair

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The CSD communications chair leads a committee of two to four additional volunteer members (three to five members in total) to implement CSD member communications and event promotions. Committee members are recruited by the communications chair with the assistance of the CSD board.

The CSD communications chair is appointed to a one-year term by the CSD executive committee (current chair, incoming chair, and past chair). The term of office is aligned with OLA's fiscal year (Sept. 1 to Aug. 31), and can be extended for multiple years. The communications chair is a voting member of the CSD board, and is expected to attend all board meetings and workshops. (Other members of the communications committee are not voting members of the board.)

The CSD communications chair works closely with the CSD event facilitators to schedule communications and promotions that will maximize attendance. While each event facilitator has primary responsibility to create promotional content, the communications chair proactively determines scheduling and the appropriate channel to deliver promotional content.

When feasible, the CSD communications chair will facilitate virtual attendance for all CSD activities through OLA's Zoom conferencing services.

Desirable skills and experience includes:

- Writing, proofreading, editing
- Print and web design
- Event promotions
- Website maintenance

## Communication channels

Channels in use:

- CSD website
  - hosted on Weebly
- OLA website
  - hosted on MemberClicks
  - includes OLA events calendar and forms
    - OLA association manager provides access and training

- Facebook
  - serve as admin and provide access to other communications committee and board members as needed
- Instagram
  - serve as admin and provide access to other communications committee and board members as needed
- libs-or and kids-lib listservs
  - hosted by the State Library of Oregon
- OLA Hotline
- Direct mail to CSD members
  - Member email newsletter (planned for 2019-2020 using Mailerlite)

### Communications Committee

The communications lead is encouraged to assemble

### Schedule of CSD Events and Communication Activities

The following schedule highlights major events and activities that occur throughout the year. The communications lead is also accountable for communications that may not be associated to a particular event, for updates to the CSD website as needed, and for maintaining the [CSD planning spreadsheet](#).

#### September

- Fall board meeting
- Summer Reading Summit or Performers Showcase (alternating years)
  - Registration should have opened in August
- Personalize CSD Gmail account
- Provide Facebook and Instagram access to new board members
- Remind **past chair** to post on Facebook this month

#### October

- Fall email newsletter
- Publish Oregon Performers Directory (after Performer's Showcase)
- "Save the Date" promotions for Mock Award workshop
- Remind **chair** to post on Facebook this month

#### November

- Virtual board meeting
- Promotions for Mock Award workshop
  - Publish list of books for attendees to begin reading

- Remind **secretary** to post on Facebook this month

#### December

- Open registration for Mock Award workshop six weeks prior to event
- Promotions for Mock Award workshop
  - Cross promotions for REFORMA and OYAN as appropriate/as requested
- Remind **incoming chair** to post on Facebook this month

#### January

- Happy New Year email newsletter
- Lampman Award nominations open
- Virtual board meeting
- Mock Award workshop
- “Save the Date” promotions for Spring Workshop + Lampman Award Lunch
- Remind **CSLP rep** to post on Facebook this month

#### February

- Lampman Award nominations close
- Open registration for Spring Workshop + Lampman Award Lunch six weeks prior to event date
- Promotions for Spring Workshop
- **Post on Facebook this month**

#### March

- Board meeting
- Spring Workshop + Lampman Award Lunch
- Promotions for any CSD-sponsored pre-conference or conference workshops at OLA Annual Conference
- Create brochure and booth display for OLA Annual Conference
- Remind **past chair** to post on Facebook this month

#### April

- Spring email newsletter
- OLA Annual Conference
- Remind **Lampman chair** to post on Facebook this month

#### May

- Virtual board meeting
- Work with the OLA association manager to create board elections form (open for 3 weeks)
- Promote board candidates during election period

- Remind **secretary** to post on Facebook this month

## June

- Announce election results
- **Post on Facebook this month**

## July

- Summer email newsletter
- Update job description as needed
- Clean up Gmail account and Google Drive
- Update CSD planning spreadsheet with national, regional and local event dates for upcoming fiscal year
- Remind **chair** to post on Facebook this month

## August

- Review job description and responsibilities with incoming communications lead (if stepping down)
- Update CSD website with new board member information
  - Schedule publication for Sept. 1
- Work with the OLA association manager to update OLA website with new officer information
  - [OLA Units page](#)
  - [Divisions page](#)
- Open registration for Summer Reading Summit or Performers Showcase (alternating years) six weeks prior to event date
- Remind **Performer's Showcase chair** to post on Facebook this month