

**Minnesota Academy of Nutrition and Dietetics
Board
Job Position Description**

TITLE: COMMUNICATIONS DIRECTOR

TYPE: Elected, 2 year term

BRIEF DESCRIPTION: Promotes and coordinates external and internal communication for MAND

AREAS OF ACCOUNTABILITY:

- Oversee and direct MAND Communications
- Recruit and/or select volunteers for Electronic Communications or MAND/AND Media Spokespersons
- Oversee interviews and selection of Media Spokesperson when openings occur
- Attend the Board meetings in person, teleconference, or electronic meetings:
- Coordinate with Media Spokesperson(s) news releases to appropriate multi-media sources (web, newspaper, radio, TV, and social media). These may include:
 - MAND award winners
 - MAND newly elected officers
 - MAND meeting
 - Press releases on nutrition and dietetics
- Notify MAND membership of media activities.
- Oversee MAND Advertising Policy
- Work with Regional Representatives or their designee on communications for regions
- Serve as a voting Member of the Board

CALENDAR:

On- going:	Participate in Board Meetings Prepare Board report for each Board meeting
Spring	Promote MAND Annual Meeting and its specific content.
May	Submit annual reports including that of State Media Spokespersons to MAND and AND.

OTHER GOVERNANCE ISSUES: (I.E. AND, GOVERNMENTAL RULES)

AND publication guidelines