



Leadership Job Description

Communications Committee

General Description:

The Communications Committee is responsible for the coordination of information to the chapter members. The committee works closely with the newsletter Editor and the Web Master to ensure information is current and is an added resource to chapter members.

Goals, Objectives and Responsibilities:

- ✦ The current President's message to provide chapter updates, goals, accomplishments and encouragement for chapter activities
- ✦ Personal notes recognizing any accomplishments or activities of individual members
- ✦ Interviews of chapter members and healthcare leaders of interest to chapter members
- ✦ Material stimulating interest in membership or reporting progress in membership drives such as a list of new members
- ✦ Material stimulating interest in educational efforts outside the Chapter area conducted by neighboring Chapters or by the Association.
- ✦ Reprints of material of current technical interest from HFMA publications or other sources and original articles
- ✦ Provide communication and education for members through the chapter newsletter, website and other forms of electronic media such as LinkedIn, Facebook, Twitter, etc.
- ✦ Oversee Facebook, Twitter, and LinkedIn accounts.
- ✦ Push out relevant content to membership through social media.
- ✦ Respond to Social Media – based inquiries on behalf of the chapter.
- ✦ Announcement of all scheduled Chapter events and other Chapter activities.
- ✦ Assist newsletter editor when possible in writing and/or obtaining articles for the newsletter.
- ✦ Assist Web Master when possible in keeping web site content current.

Newsletter Editor

General Description:

Coordinate the publication of the chapter newsletters. Content should include information on Chapter education sessions, upcoming activities, reports from other committees, new member recognition, certification information, industry-related topics, or feature articles from members, along with the President's message and list of sponsors.



Goal, Objectives and Responsibilities:

- ✦ Establish publication and submission deadlines for the year.
- ✦ Ensure publication of the newsletter is completed with timeframes.
- ✦ Newsletters are distributed via electronic mail to the most recent HFMA membership.
- ✦ Serve as a member of the Communications Committee.

Web Master

General Description:

Maintains the chapter's web site to ensure timeliness and content.

Goals, Objectives and Responsibilities:

- ✦ Provide officers and committee chairs with reports related to website traffic and e-mail readership.
- ✦ Work with the Membership Committee to maintain the chapter member database.
- ✦ Work with the Communications Committee on the newsletter, to properly format articles for the web, prepare e-book editions, send e-mail notifications, and ensure everything is completed timely.
- ✦ Work with the Sponsorship Committee to process annual sponsorship enrollment, update information on the website, send communications, prepare sponsor logos for the website, design/update annual web plaque, and manage sponsor banner ads.
- ✦ Work with the Programs and Education Committee to promote and register healthcare professionals for various programs and events throughout the year.
- ✦ Work with the Certification Committee to promote the advantages of certification.