



Director, PR and Communications

Job Description

The Director of PR and Communications has two main areas of responsibility: maintaining the LWVSFC Website and managing Constant Contact announcements to the membership.

WEBSITE

- Maintains the website. Coordinates with Leadership Team and Studio X (platform host) to update and revise the website as needed.
- Coordinates with the Director of Media and Events Chair to integrate posts from social media platforms (Facebook, Instagram, X).
- Manages the LWVSFC YouTube account and links videos to the website.
- Highlights special events and posts relevant and engaging information on the Home Page.
- Keeps current Election and Voter Information during election cycles (e.g., *Voter Guides, election information pamphlets, candidate forum videos, etc.*)
- Assists committees and study groups by posting information as requested.
- Provides assistance in using the website.

CONSTANT CONTACT

- Creates and sends announcements to the membership at the request of the Leadership Team using the Constant Contact messaging platform.
- Adds new members to and updates the CC list at the direction of the Membership Chair.

OTHER DUTIES

- Assists the Director of the Voter Guide and VOTE411 in preparing voter guides for elections.
- Assists the VP of Voter Services during elections.