

## DIRECTOR OF COMMUNICATIONS

**Report to:** Executive Director

### **Position Summary:**

The Director of Communications manages the communications for the Tarrant County Bar Association (“Association”) through email, publications, website, social media, and press releases to the public and the membership. Position includes, but is not limited to, the following:

- Overseeing the design and production of the Bar Bulletin (current 10 issues per bar year) in both print and digital using Adobe InDesign and Adobe Photoshop;
- Selling advertising for the Bar Bulletin;
- Preparing e-newsletters, other communications, and overseeing the marketing efforts of the Association;
- Serving as webmaster for the Association WordPress website, [www.tarrantbar.org](http://www.tarrantbar.org);
- Administering the Association’s social media;
- Taking photographs at Association events (on site and off site) as requested;
- Developing a media kit and establishing media information/resource contacts;
- Preparing and distributing press releases about Association events and membership;
- Overseeing Association membership directory;
- Engaging in similar tasks, as necessary, for the Tarrant County Bar Foundation.

In addition, the Director of Communications serves as liaison to community service committees as directed by the Executive Director. The Director of Communications is responsible for other duties/projects as assigned by the Executive Director, including managing communications for pro bono programs as assigned by Pro Bono Programs Director.

### **Qualifications**

- Bachelor’s degree. In lieu of a degree, sufficient work experience may be substituted. Three to five years’ experience in marketing, social media, public relations, sales, communications, etc. is required.

### **Skills Required**

- Experience as graphic designer with a sense of creativity, including use of Adobe Photoshop and Adobe Illustrator;
- Experience with document layout in Adobe InDesign and occasionally Microsoft Word;
- Superior organizational skills and record keeping for all duties of the position; good communication and grammar skills; ability to communicate in person, by phone or by email with a variety of individuals from article writers, advertiser inquiries, and membership inquiries about the directory and use of the website;
- Knowledge of Word, QuickBooks, Excel, membership database Associate, Adobe Photoshop, Adobe InDesign, Adobe PDF, PowerPoint, WordPress for website;
- Must be familiar with full range of office equipment required of an employee such as computer, calculator, copy machine, computer printers, telephones, and fax machines;

- Knowledge to prepare, crop, modify photographs to use either in high resolution for print publications or low resolution for website, email and internet media;
- Knowledge of photography and use of a camera to take and process photographs of all Association activities;
- Multi-tasking of many projects at the same time;
- Ability to meet deadlines;
- Communication skills on a vast level with staff, board members, committee members, and a large variety of inquiries from members of the Association, from other groups, and from the general public;
- Available on occasion to work over-time hours as needed to perform all the above duties;
- Good judgment and professionalism;
- Experience in the legal field is a plus to appreciate and communicate with the legal professionals in the membership and various firm administrators.

### **Essential Duties and Responsibilities:**

#### **Bar Bulletin**

- Serve as Staff Editor of the Bar Bulletin;
- Develop designated themes for each issue including cover and internal layouts;
- Oversee timelines and deadlines for submission of articles, editing and printer schedules;
- Write articles and features, or assign articles and features to other Bar Bulletin contributors;
- Edit all materials written for each issue;
- Acquire and edit appropriate art, graphic design and photographs for each issue, including cropping, touchup or Photoshop design;
- Manage and develop advertising for each issue, including communication with existing and new advertisers, quoting fees, and tracking accounts receivable for ads and subscriptions;
- Communicate with and deliver proofs to editors of articles during all stages of publication process to ensure accuracy;
- Communicate with print broker on time tables for digital delivery of issue, and prepare electronic mailing list from membership database for each issue;
- Take photographs at Association events when requested and ensure prompt storage and organization of photography; and
- Interact with staff to develop and implement marketing/branding and publicity for designated programs and services for each issue.

#### **TCBA website**

- Manage and update the website with current events of the Association to ensure accurate, timely, and engaging website content;
- Update pages with current information, photos, and data as needed, making annual changes to board of directors, sections, and committees;
- Design and upload registration forms for Association events;
- Upload and maintain classified ad section of website on a weekly to monthly basis or as needed;
- Upload and maintain membership directory photos.

## **Social Media**

- Manage the social media outlets, including Facebook and Twitter, for the Association, as well as pro bono programs (TLTV & TVAS) as necessary, in accordance to the Association's Social Media Policy;
- Post and tweet in a timely and relevant basis the current and upcoming activities of the Association;
- Upload photo albums of special events of the Association to Facebook;
- Monitor messages, reviews and comments made to any social media outlets, and another other communication as well as the pro bono programs as necessary;
- Develop and enhance the Association's social media programs.

## **Membership Directory**

- Serve as staff liaison with photography company and publishing company;
- Prepare promotion of membership directory in Bar Bulletin and by emails to the membership advising of photo sessions and deadlines;
- Prepare and maintain membership directory;
- Communicate with photography and publishing to coordinate deadlines and timetables for delivery of information;
- Prepare Specialty/Board Listing application; maintain three-ring binder of all applications;

## **Marketing/Branding:**

- Plan, strategize, and execute marketing design and activities to establish and maintain the Association and Bar Foundation's brand presence in Tarrant County and Texas;
- Manage and develop strategies for marketing of Association and Bar Foundation events, and membership activities;
- Oversee communications with sponsors of Association and Bar Foundation events and ensure effective marketing measures for sponsors.

## **Other possible duties:**

- Attend luncheons and special events to help with set up, decorating, food service, photography, greeting of members to the events;
- Attend as facilitator section and member luncheons when other staff is not available or double booked;
- Interact with staff to develop and implement marketing and publicity for designated programs and services, create, develop and produce primary and ancillary brochures, direct mail, and broadcast inserts that directly support a TCBA program or service;
- Answer telephones and greet visitors if other staff not available;
- Execute other duties as determined by Executive Director.

This job description is intended only to provide general guidance. It is understood that the position may evolve overtime, and that additional or different duties may be added at management's discretion. It is the policy of the TCBA to review and update job descriptions annually, however, updates or revisions may occur within a given year as indicated.