COMUNICATIONS OFFICER
International Association of Schools of Social Work (IASSW)

POSITION SUMMARY

Reporting to the president, the Communications Officer is responsible for promoting the public face of IASSW and membership. The Communications Officer will develop a communications and marketing plan that promotes, expands, and enhances the organization's reputation and identity. The Communications Officer will also promote membership to attract new members and retain current membership.

This is a part-time six-month position, requiring 7-8 hour per week (30 per month). The Communications Officer will work remotely. Salary to be determined based on experience and qualifications.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The Communications Officer works with the president and executive team to bring an innovative approach to all communication, marketing and membership efforts.

Communications and Marketing

Oversee development of IASSW communications, including the website, social media platforms, statements on issues, marketing of conferences, World Social Work Day (WSWD), consultation service and membership materials.

- Develop communications and marketing strategy.
- Build awareness and positioning of IASSW.
- Collaborate with and support president's and executive team's online and offline communication with members,
- Manage coverage of IASSW's activities, events, announcements, and projects.
- Collaborate with Executive Officer on developing content for website.
- Develop a 'member's only' area on the website.
- Collect teaching resources for members that can be downloaded with payment by non-members.

Membership Development

Develop and implement a strategy to expand the organization's membership of individual, school and associate members and retain current members.

- Collaborate with Secretary/Membership Chair on developing strategies to attract new members and retain current membership.
- Assist Executive Officer with membership database development.
- Develop membership category and identify benefits for students.

QUALIFICATIONS, KNOWLEDGE, SKILLS

- Communications skills, excellent writing and editing ability.
- Experience in marketing and communications in developing newsletters, marketing materials, and other print publications.
- Facility with communication tools such as Facebook, Twitter and Instagram.
- Facility with marketing tools such as Google Analytics, Mail Chimp, and Survey Monkey.
- Self-reliant and results-oriented.
- Knowledge of social work practice and education.
- Passion and commitment for IASSW's mission.

DRAFT

The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. The Executive Team reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

DRAFT