

DIRECTOR OF COMMUNICATIONS

I. DUTIES AND RESPONSIBILITIES

- a. Serves as a voting member of the Academy's Board of Directors.
- b. Consistent with Academy goals and the strategic plan, steers and coordinates Academy communication efforts including acting as a liaison to the following committees: Digital Communications, News and Membership & PR.
- c. Work collaboratively with the Board of Directors, Executive Office, Academy SIGs, Committee's, and Task Forces to develop outreach strategies that effectively target the needs of all key audiences.
- d. Introduce new and creative approaches to expand the Academy's recognition and outreach to key audiences.
- e. Advocate skillfully and strategically for the use of print media and electronic technologies to advance the Academy's mission and strategic plan.
- f. Work collaboratively with the Board and Academy SIGs, Committee's and Task Forces to oversee the development, design, production, and editorial direction of effective print, electronic, web and video communications developed by the organization.
- g. Keep key audiences informed about Academy activities impacting neurologic physical therapy practice.
- h. In partnership with the Executive Office and Board of Directors, oversee, provide direction and monitor public relations efforts for the Academy.
- i. Ensures committee leadership reports have been documented and submitted to the executive office bi-annually based on the approved reporting calendar. Reports to be shared with the Board of Directors to ensure organization is working towards strategic initiatives.

II. FINANCIAL

- a. Submits expense reimbursement request to the Executive Office per ANPT policy and instructions. The Director of Communication will be reimbursed in accordance with the Academy's Honoraria and Reimbursement Policy and according to the amount as defined in the annual budget.
- b. Develops and submits annual budget requests for Academy liaison committees.
- c. Monitors related budget areas of the Academy throughout the year and in collaboration with the Treasurer. Responds to specific financial inquiries related to Academy liaison committees.

III. ORIENTATION OF SUCCESSOR

- a. The Director of Communication provides for smooth transition by acquainting the newly elected Director with pertinent information, materials, and procedures, including a copy of the current Policy and Procedure Manual. This should occur within six (6) weeks of election. The template for orientation includes, but is not limited to:
 - i. mission/vision/core values/strategic initiatives
 - ii. job duties
 - iii. timelines
 - iv. current secretarial initiatives
 - v. current challenges
 - vi. role as mentor to others, including newly elected Board members and committee liaisons
- b. Both the incoming and outgoing Directors should attend the June Board of Directors meeting, if possible. In order to preserve institutional memory, it is encouraged that the outgoing Director meet with new Director over the course of the transition months between the election and July 1, with the outgoing Director consulted on an as needed basis in following months.