



WRPA Communications Committee Chair Position

Job Title

WRPA Communications Committee Chair (2-year minimum commitment)

Description

This position leads and oversees the Communications Committee to strategize and create content for WRPA communications. The goal of all WRPA communication is to inform, educate, and connect members and supporters of WRPA to further the Association's mission: promoting excellence in current and future parks and recreation professionals through advocacy, networking, education, and training.

The Communications Committee Chair facilitates monthly meetings of the committee. The chair also supports WRPA's overall marketing and communication strategy by working closely with WRPA staff, committee team members, and a WRPA Board Liaison to oversee a professional, consistent, and active communication workflow.

Location

Remote

Responsibilities & Duties

- Assist WRPA staff in establishing organizational marketing, branding and communication plans and initiatives.
- Assist WRPA staff in creating and reviewing marketing, branding and communication content (generally 2-3 eblasts per month, and other content as needed).
- Support E-Newsletter Chair, Social Media Chair, Website Chair, event liaisons, and WRPA staff on all communication and marketing strategies.
- Initiate and maintain open communication with all WRPA Committees especially Conference Committee, Membership Committee, and the Executive Board.
- Continuously evaluate the effectiveness of current communication plan.
- Identify areas that need improvement and work closely with Communication Committee to develop sustainable solutions.
- Develop a succession plan for the committee

Qualifications

- Candidates must be a current WRPA member.

Direct Report

- The WRPA Board of Directors Liaison

Time Commitment

- 3-4 hours a month: Review eblasts via the Causeway platform
- 1-2 hours for the Monthly Communications Committee Meetings
 - Send out meeting invites, prepare agenda with help of WRPA staff and board liaison, lead meetings

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- 1-hour In-Person Yearly Planning Meeting (As needed)
- 1-1½ Day Committee Get together at the WRPA Conference & Tradeshow (Not required)

What will the first day look like?

- Have a call with WRPA staff and the board liaison to talk about the position and expectations, as well as reviewing the current communications calendar.
- Get familiar with the current Communications Committee members during an online GoToMeeting.

Who will train you?

- The Out-Going Chair, Board Liaison, and WRPA Staff

Volunteer Benefits

- **Become an Asset to WRPA:** Communication is a driving forces for connecting and sustaining WRPA. We keep members and supporters informed about membership benefits, upcoming training and networking events, as well as advocacy efforts.
- **Building Your Network & Be a Part of a Community:** Connect with and learn from leaders in the Association and build new relationships with industry peers.
- **Build Your Resume & Take on New Challenges:** Through volunteering as a committee leader you can challenge yourself and others to try something different, achieve personal goals, practice using your skills, and discover hidden talents.
- **Have Fun:** Most WRPA volunteers have a great time making a different for their association
- **Potential to Earn CEU (Continuing Education Units):** The Certified Park and Recreation Professional (CPRP) The Certified Park and Recreation Executive (CPRE)

If you are interested in volunteering for this position please email the WRPA office at volunteer@wrpatoday.org or call us at 1-888-459-0009 to further connect.

WRPA Needs Your Talent and Energy; Volunteer with Us Today!



WRPA promotes excellence of current and future parks and recreation professionals through advocacy, education, networking, and training. Our association could not thrive and provide great training's each year without our volunteers. We have a great need to help build up some of our committees. Consider joining one of our great committees and help us serve our profession.