

Utah Public Health Association ~ Position Description

Title: Board Members, Communications Unit **Updated:** 9/3/2009
Length of Term: Three Years
Bylaw References: Article 5 – The Board of Directors
Policy References: Article 10 – Management Units and Committees

Position Resources:

UPHA Email addresses: 3rdyearboardcom@upha.org
<http://zimbra.xmission.com> 2ndyearboardcom@upha.org
1styearboardcom@upha.org
APHA Resources: Affiliates Online Community - <http://affiliates.apha.org>

Association Level Responsibilities:

Officer
 Board of Directors
 Leader of Management Unit

Related Management Units: Communications
Related Committees: Community Outreach & Media Relations, Editorial Board, Internet
Related UPHA Web Sites: All

Position Summary:

These positions assist the Board of Directors in providing leadership and oversight to the Association for communications with members and others, media relations and the Association's web site and online resources. These positions work together to direct the Communication Management Unit's Committees, oversee the work done in these groups and report on activities to the Board of Directors.

Duties and Responsibilities:

- 1. Provide Leadership to the Communications Management Unit and associated functions for the Association – __%***
 - Assumes primary responsibility all functions of the Communications Unit and associated committees.
 - Board member serving third and last year on Board of Directors serves as Chair of the Unit.
 - Board member serving second year on Board of Directors serves as Vice Chair of the Unit.
 - Board member serving first year on Board of Directors serves on the Unit.
 - Coordinates and encourages the work of Communication committees.
 - Help identify annual priorities, projects and issues and implement assigned projects
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2. ***Coordinate Public Information / Media Relations functions for the Association – __%***
 - In collaboration with the Executive Officers develop speaking points, and as authorized by the President, serve as a spokesperson for the organization
 - Manage the content of the Association’s web site and approve new web practices and resources.
 - Coordinate services provided by the Association’s Internet Service Provider.
 - Manage the Association’s email distribution services, functions and providers.
 - Produce and distribute the Association’s Newsletter, The Public Pulse at intervals decided upon by the Board of Directors.
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 3. ***Develop Sustainable Resources for the Communications Functions – __%***
 - Prepares and submits budgets for the Communications Unit and associated committees.
 - Works with the UPHA Board to assure adequate funding resources for the operation of the Unit.
 - Researching additional funding sources for communications functions.
 - Approves revenue generating activities and all expenditures from the Unit.
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 4. ***Provide Advocacy Functions related to Association Communications – __%***
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 5. ***Provide Membership Enhancement products related to Association Communications – __%***
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Board Member Expectations

1. ***Commitment of time:***
 - Participate in board meetings regularly
 - Participate on committees and task forces
 - Support special events
 - Stay informed on issues, read materials
 - Ask questions and clarification on issues, consequences of actions

2. ***Hold each other and ourselves accountable for the mission, financial viability and effectiveness of the organization.***

3. ***Develop sustainable resources.***
 - Make a personal financial commitment at the appropriate level
 - Help develop resources in one or more of the following ways:
 - Seek financial resources from individuals, foundations, corporations
 - Suggest people, corporations, provide contacts
 - Network with other organizations who give might support
 - Seek gifts in kind

4. *Be an ambassador and advocate.*

- Contact, write to local media when appropriate.
- Get acquainted with legislators, policy makers on local, state, national levels.

5. *Engage in board self-assessment, project assessment annually.*

6. *Support the staff.*

7. *Avoid conflict of interest and other unethical behavior and sign the Conflict of Interest form.*

8. *Support board decisions, and treat board matters confidentially.*

9. *Look for strategic alliances, entrepreneurial ways, collaborations.*

10. *Celebrate successes; enjoy the challenge of the task!*