WORLD ADMINISTRATORS ALLIANCE

WA-Council Role Description

Position title	**Communications Officer**
Responsible to	**Chair of World Administrators Alliance Council**
Responsible for	**Leading the communications team**
Liaises with	WA-Alliance Council, Manager & Hosts of the WA-Summit, Regional Representatives, Communications Team, Task Forces, WAA Ambassadors and other such persons as shall be designated by the Council as necessary for the role.
Term of Office	All Council members are as a rule elected for a period of two year, renewable for a maximum period of four years.
Our mission and purpose	The WA-Alliance's purpose is to guide, develop, influence and elevate the administrative profession, to create a global community to enable Administrative Professionals the world over to speak with one voice.

WA-Alliance

The World Administrators Alliance is a non-profit trade association, our members include administrative associations, networks, professionals and industry stakeholders from across the globe. Our organization is member led, through the Annual General Meeting.

Position purpose

The Communications Officer is responsible for supporting the Chair and the Council with all communications tasks necessary to execute the business of the WA-Alliance, including but not limited to:

- Creating an annual communications plan, showing monthly topics and engagements.
- Creating and leading the Communications Team, to oversee communications activities, recruiting a diverse team of volunteers (non-Council Members), to do the following tasks:
    - Regular social media posting (with an annual content calendar/schedule, etc.);
    - Sourcing content for social media
    - The monthly newsletter
    - Collaborating on talking points for Council Members and Ambassadors.
- Monitor external social media outlets for the latest industry trends.

- Share content on social media channels (LinkedIn, Facebook, Instagram, YouTube).
- Assist with consistent core messaging for use by all Council members.

Key responsibilities
The Communications Officer of the Council shall be responsible for ensuring that the external messages and communications from the WA-Alliance are consistent with its aims and that the WA-Alliance becomes a recognized voice for the industry.

Primary Duties

- Lead the Communications team; act as liaison between the team and the Council.
- Attend the Council meetings, supplying regular updates on communications targets and initiatives.
- Liaise with WA-A Ambassadors, providing content and bringing questions/feedback to the Council.
- Feed updates from the Council to the Communications Team members.
- Ensure relevant content is shared on various social media platforms.
- Support Communications Team in sourcing articles/content for social media, as well as the monthly newsletter.
- Support the Chair and other Council members with development of core messaging for initiatives on social media, the website, newsletters, etc.
- Work together with the WA-Summit team to produce Summit-UP, the online post-Summit Supplement.

Qualifications

- A commitment to, and a clear understanding of the mission of the WA-Alliance.
- A passion for, and a clear understanding of the profession, including challenges and trends.
- At least one year of previous service on a Board or in a volunteer capacity within an association.
- Excellent written and oral communication skills.
- A solid understanding of the commitments required to work in a voluntary organisation.

Evaluation
The effectiveness of the Communications Officer role and position description will be evaluated annually by the Chair.