

Summary:

Communications Specialists support the Communications Director in Mid Atlantic Climbers' outward facing communications with the climbing community and the general public.

Communications Specialists share information, promote events, and educate the community about Mid Atlantic Climbers' activities and accomplishments.

Position Summary:

- Communication Specialists reports to and coordinates with the Communications Director.
- Communications Specialists provide information and visual media to our audiences through social media, email, flyers, and the Mid Atlantic Climbers website.
- Communications Specialist positions include (and/or combine):
 - Social Media Manager:
 - Posts information, events, and visuals on Mid Atlantic Climbers' Facebook, Instagram, and Twitter accounts at least 2-3 times per week.
 - Email Manager:
 - Sends approximately one email every other month to the Mid Atlantic Climbers list, or as needed, using MailChimp.
 - Maintains the Mid Atlantic Climbers email list.
 - Enters email addresses obtained at events into MailChimp and sends new additions a welcome email.
 - Website Content Managers
 - Using Wordpress, keeps content on the Mid Atlantic Climbers website up to date with current events, climbing access issues, and news.
 - Website Designer
 - Assists with updating the general design of the Mid Atlantic Climbers website.
 - Graphic Designer
 - Creates flyers for events and graphics for social media.
 - Assists with designs for t-shirts and other Mid Atlantic Climbers schwag.

Time Commitment:

- 1 year commitment to position.
- Depending on the position(s), consistent commitment of 2 to 10 hours per month is expected.
- Attendance at 4 of the 12 monthly board meetings per year.
- Due to the fast pace of PR, prompt communication with other members is necessary.