



## Job Description

**Job Description:** Communications Director

**Effective Date:** 2017

**Approved by:** APIC MN Board of Directors

**Review/Revise Date:** 5/2025

### 1. General Description

- Complete a conflict-of-interest statement at the time of appointment /election and update this document during the year if there are changes in status
- Submit your contact information to the Secretary for the APIC MN website.
- APIC MN representatives are asked to be clear in their communication if a statement made/position is taken that does not represent that of APIC MN.
- APIC MN representatives are asked to not endorse a product or company on behalf of APIC MN, but may express an opinion or comment based on personal experience
- Communicate any questions, concerns or conflicts of interest that arise while serving in an appointed position to the APIC MN Board of Directors for discussion and/or actions.
- Provide a verbal report at board meetings and general meetings when applicable.
- Review job description at least annually and update as needed.
- Become familiar with APIC MN Policies (see APIC MN website).
- Have and maintain CIC certification.

### 2. Specifics of Job

- Serves as a non-voting member on the Board of Directors (BOD).
- Appointed position with three-year term, with evaluation by the BOD after three years.
- Serves as the point person for social media, newsletter, and website content changes for APIC MN Board of Directors, Committees, Appointed Representatives and members.
- Chair communications committee and delegate while retaining oversight responsibilities for completion of above listed responsibilities and other needs as they arise to committee volunteers. Assignments to be made to those best suited to complete the tasks.
- Responsible for reviewing APIC MN website to assure appropriate, current and functional content:
  - Complete appropriate training session on web page maintenance offered by website vendor.
  - Define and assign responsibilities for website updates to appropriate APIC MN committee delegates.
  - Collaborate with APIC MN website host and APIC MN President to assure website functions according to board and membership desires and needs.
- Facilitates publication of a minimum of one newsletter per month of educational meetings
  - Provide final approval for newsletter content/Determine content of the newsletter; to include (at a minimum):
    - Update from president



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- Mention of Upcoming events and opportunities as directed by the Education Committee
  - New members
  - MDH Updates
  - Names and Contact Information for Board Members, Committee Chairs and other APIC MN representatives.
- Develop and Distribute Newsletter utilizing website functionality.
- All newsletter advertising goes through the Communications Director and advertising policy will be followed.
- Administers APICMN.org accounts
  - Troubleshoot membership issues (passwords, email changes)
  - Oversees the following email addresses:
    - [Communciations@apicmn.org](mailto:Communciations@apicmn.org)
- Work on special projects as requested by the President.
- Attend the National Conference as a member of the Board, as funding permits, third year of three-year term.
- Policy responsibilities:
  - APIC MN Policy #6: Advertising

### 3. Monthly Action Checklist

Month	Action	Comments
January	Newsletter	
February	Newsletter	
March	Newsletter	
April	Newsletter	
May	Newsletter	
June	Newsletter	
July	Newsletter	
August	Newsletter	
September	Newsletter	
October	Newsletter Review job description and update as needed.	
November	Newsletter	
December	Newsletter	