



AARE Executive Committee Position Description

Communications Coordinator

The Communications Coordinator is an elected office-bearer of the Association. The term of office is three years, with eligibility for re-election to that position, normally for no more than one further three-year term.

The role of the Communications Coordinator requires eligible candidates to have specific knowledge and expertise to develop and deliver communication campaigns and strategies using website social media, newsletters, broadcast emails, blogs and a variety of communication technology.

Specific Responsibilities (supported by AARE Office):

- Administering the association's official social media channels (i.e. Twitter, Facebook, LinkedIn);
- Supporting monthly production, editing and distribution of the AARE member news;
- Supporting the development and maintenance of the AARE website;
- Supporting the Blog Editor to promote the EduResearch Matters blog;
- Developing and updating policies related to Association communication systems (e.g., Social Media, Community Guidelines; Brand Guidelines; Cyber Security; Privacy etc.) for recommendation to the AARE Executive;
- Contributing to risk management monitoring in relation to AARE database and communication systems;
- Making recommendations regarding the communications budget and spending on communication software, systems, technologies and support, as required, to provide secure, effective and efficient service to members;
- Liaising with the AARE office re mailing list and data management issues as they relate to segmentation and distribution of communications;
- Participating as a member of the annual AARE Conferences Standing Committee;
- Developing and implementing communication plans/campaigns for key AARE events and initiatives;
- Working closely with those assisting management of the website, newsletter, blog and the online conference submissions system to ensure quality and accurate and on time communications.

To be able to fulfil the duties adequately, assistants may be appointed for specific duties.

General Responsibilities:

Refer to page 8 of the [AARE Executive Committee Office Bearer Policy](#).