



Committee Description:
MARKETING & COMMUNICATIONS

Chair / Co-Chair Responsibilities:

PREPARE FOR COMMITTEE MEETINGS/UPDATE ACSN BOARD

- MONTHLY:
 - Lead Committee meetings and set agendas
 - Serve on ACSN Board and provide regular updates on Marketing & Communications Committee progress
 - Provide written year-end summary report for Annual Report
 - Attend annual in-person Board meeting at annual Conference

COMMUNICATIONS INITIATIVES

- MONTHLY:
 - Coordinate with other ACSN committees to ensure clear and effective communication
 - Create and maintain content for the ACSN website and social media platform
 - Ensure consistent messaging across all communication channels
 - Attend Conference planning meetings as Marketing subcommittee lead

STRATEGIC DEVELOPMENT

- MONTHLY:
 - Provide strategic recommendations for enhancing communication on all channels
 - Set clear goals and objectives for future communication initiatives to support organizational growth
 - Lead committee meetings/agendas, potential for additional subcommittee lead

NEWSLETTER AND EMAIL DRAFTING

- MONTHLY:
 - Request/Send monthly emails out to board for content in coordination with CAM
 - Gather content, updates, and news for inclusion in newsletters.
 - Review and proofread all email communications to ensure accuracy and consistency

SOCIAL MEDIA MANAGEMENT

- MONTHLY:
 - Manage social media channels (LinkedIn and Instagram)
 - Approve individual requests for LinkedIn group

CONFERENCE MARKETING

- FALL & SPRING:
 - Attend Conference planning meetings as Marketing subcommittee lead
 - Create and execute on Conference marketing timeline to increase attendance
 - Manage Whova app
- SUMMER/CONFERENCE:
 - Attend Conference and provide on-site photography and social media promotion
 - Manage Whova app

Committee Member Responsibilities:

CONFERENCE MARKETING

- MONTHLY:
 - Assist with pushing out promotional Conference content based on timeline

NEWSLETTER, EMAIL, AND SOCIAL MEDIA DRAFTING

- MONTHLY:
 - Proofread and edit monthly newsletter communications and email content
 - Collaborate with relevant teams to gather content and news for newsletters
 - Create social media posts (LinkedIn and Instagram) related to marketing ACSN offerings (webinars, Conference, awards, nominations, etc.)

COMMITTEE MEETINGS

- MONTHLY:
 - Attend monthly (sometimes bi-monthly) meetings, with potential for additional subcommittee meetings as assigned

Position Terms

2 years – Chair/Co-Chair

1 year – Committee Member

If you enjoy using the following skills, this committee role may be for you:

- Utilizing Canva and similar platforms to create designs
- Creating social media posts and Instagram reels, etc.
- Editing documents / newsletters / emails etc.
- Creating structured marketing campaigns and timelines
- Collaborating on ideas and processes

ACSN Mission

The Alumni Career Services Network (ACSN) supports and enhances the development of alumni career services practitioners by providing meaningful opportunities for professional growth and networking while demonstrating the value of alumni career services to key stakeholders.

ACSN Vision

ACSN will become the premiere global thought leader in our field by promoting best practices and the value proposition of alumni career services. ACSN will cultivate strong relationships with corporate partners, colleges and universities and other key influencers to advance our profession and the delivery of services to alumni.