



Committee Description:
MARKETING & COMMUNICATIONS

Chair / Co-Chair Responsibilities:

COMMUNICATIONS INITIATIVES

Fall & Spring Semester:

- Coordinate with various committees (Membership/Sponsorship/Conference) to ensure clear and effective communication
- Create & maintain content for the organization's website and social media platform
- Ensure consistent messaging across all communication channels
- Attend Conference planning meetings to assess what the marketing needs are

STRATEGIC DEVELOPMENT

Fall & Spring Semester:

- 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 sub-committee lead

NEWSLETTER AND EMAIL DRAFTING

Fall & Spring Semester:

- Request/Send monthly emails out to board for content
- Collaborate with relevant teams to gather content, updates, and news for inclusion in newsletters.
- Review and proofread all email communications to ensure accuracy and consistency

SOCIAL MEDIA MANAGEMENT

Fall & Spring Semester:

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

CONFERENCE MARKETING

Fall & Spring Semester:

- Attend Conference planning meetings to assess what needs to be done from a marketing standpoint
- Create conference marketing timeline for promoting yearly events

Committee Member Responsibilities:

CONFERENCE MARKETING

- Attend Conference planning meetings to assess what needs to be done from a marketing standpoint
- Assist with pushing out promotional conference content based on timeline

NEWSLETTER AND EMAIL DRAFTING

Fall & Spring Semester:

- Assist with proofreading & editing monthly newsletter communications to ensure accuracy and consistency
- Collaborate with relevant teams to gather content & new for newsletters
- Review and Editing email content

SOCIAL MEDIA MANAGEMENT

Fall & Spring Semester:

- Create social media posts (LinkedIn and Instagram) related to marketing ACSN offerings (webinars, conference, awards, nominations, etc.)

COMMITTEE MEETINGS

Fall & Spring Semester:

- Attend monthly (sometimes bi-monthly) meetings, with potential for additional subcommittee meetings as assigned.
- Attend Conference planning meetings to assess what needs to be done from a marketing standpoint

Committee Size: 3-5 people (including chair)

Position Terms

1 year – Committee Member

2 years – Chair/Co-Chair

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.