



## State Communications Chair

### Role Overview

The State Communications Chair coordinates the organization's internal and external messaging, developing statewide strategies to keep members informed and engaged via newsletters, social media, and websites.

### Responsibilities

- Attend monthly state Board meetings and provide regular updates to the Board.
- Coordinate with chapter communications/publicity chairs to develop a comprehensive communication plan and content calendar for statewide newsletters, websites, and social media.
- Oversee the creation and distribution of information (e.g., newsletters, articles, email updates) using the organization's branding and style guide.
- Maintain the organization's website and social media platforms.
- Act as a liaison to the community or press, promoting the organization's mission and activities.

### Anticipated Skills

- Strong written and verbal skills, with experience in editing or publishing.
- Proficiency in using social media platforms (Instagram, Facebook), and email marketing tools.
- Proficiency with (or willingness to learn) WordPress (our website format) and Neon (our emailing application).
- Ability to manage volunteers and delegate tasks efficiently.
- A genuine interest in South Carolina's native flora and environmental conservation.