**Director of Communications**  
Term: 2 Years  
Term Ends: June 2014

The Director of Communications is responsible for developing and implementing communications and public relations strategies designed to further the mission, goals, and activities of the Alumnae Association Executive Board. She actively informs the alumnae body and the community at large in a manner that advances the mission, goals, and activities of the Association. The director works closely with the Office of Alumnae/i Relations liaison to produce content for Alumnet, the *Simmons* magazine and other communications vehicles.

**Roles and Responsibilities** include but are not limited to the following:

- Oversee a committee that supports communication efforts and delegate tasks as needed to individual members
- Develop and implement communications and public relations strategies designed to further the mission, goals, and activities of the Alumnae Association
- Produce articles, press releases, website materials and other information for Alumnet, the Simmons magazine, Simmons Facebook pages, and more;
- Routinely solicit ideas from Executive Board members and constituents for the *Simmons* magazine, Alumnet and other College publications
- Serve as the liaison among the Alumnae Association, the Office of Alumnae/i Relations and the College regarding communications and public relations as needed
- Submit quarterly reports for Association Board meetings

**Qualifications:**

- Is a graduate of the undergraduate College at Simmons, with a marketing or public relations degree preferred
- Attends five meetings per year of the Executive Board
- Can devote necessary hours/week on Association business and activities
- Has previous related experience working with communications, journalism, graphic design, etc.
- Experience with web based media is a plus
- Is an annual donor to the Simmons Fund of the College