



LAMBDA THETA ALPHA
foundation

VICE PRESIDENT OF COMMUNICATIONS

TWO-YEAR TERM

The Vice President of Operations (VPC) is an executive and voting member of the Board of Directors of the Lambda Theta Alpha Foundation and is appointed in a manner consistent with the bylaws. They are accountable to the Board for the fulfillment of the duties and responsibilities outlined below.

The VPC will develop and implement communication strategies to promote the organization's mission and goals. They oversee internal and external communication efforts, including media relations, public relations, marketing campaigns, and digital communications. They will manage and work closely with the Director of Marketing, the Director of Branding & Design, and the Communications Committee.

Time Commitment and Term:

- 15 hours per week
- The VPC term will be for two consecutive years (2025-2027), beginning January 15, 2025, and ending January 14, 2027, and eligible to be renewed for an additional term.

Roles and Responsibilities:

His/her main duties are to:

- The VPC shall oversee the creation of internal and external written communications.
- The VPC shall be responsible for the upkeep of communication files in the Foundation Shared Drive.
- The VPC shall maintain the Google Calendar with communication reminders/schedules.
- The VPC shall forward or answer inquiries coming in via communications@ltafoundation.org and info@ltafoundation.org.
- The VPC shall have final approval in the development of the Foundation "brand" materials such as fact sheets, website language, annual reports, presentations, etc.
- The VPC shall assist other Executive Committee members with reviewing and copyediting communications in regards to their committee/project obligations.
- The VPC shall oversee the Director of Branding and Design, Director of Marketing, and the Communications Committee.
- The VPC shall develop content for newsletters, short-term and long-term campaigns, as well as monthly, quarterly, or year-end summary pieces.
- The VPC shall spearhead monthly communications meetings to keep the Foundation on schedule with its goals and objectives.
- The VPC shall have final copy approval for all external communications.
- The VPC shall share relevant information related to the Foundation's communications with Lambda Theta Alpha Latin Sorority, Inc. Vice President of External Affairs, as needed.

Position Skills and Qualifications:

- Enthusiasm for the mission of the Foundation.
- Well organized and detail-oriented.
- Ability to multi-task and coordinate deliverables.
- Ability to build multi-year strategic plans.
- Have good verbal and writing skills.
- Strong people influencing skills.
- Proficient in technology tools such as G Suite and graphic design programs, such as Canva, Adobe Illustrator, In Design and Photoshop.
- Collaborative and dedicated to team efforts.

Financial Contribution

Board members are expected to make a personal meaningful financial contribution of at least \$250 upon acceptance of their position. Board members are also expected to give an additional \$250 each term year, for a total contribution of \$500, by the end of each term year. A total of \$1,000 by the end of each term cycle (2 years).