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## DISES Board of Directors

### **POSITION: INFORMATION & PUBLICATIONS OFFICER**

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**Duties of Information and Publications Officer shall be to:**

1. Recommend and elicit feedback on DISES' dissemination of professional information;
2. Seek and recommend opportunities for joint ventures in publications and information services;
3. Recommend authors, sources, and content to newsletter editor(s);
4. Develop and produce information for approval by the Management Team and distribute that information;
5. Prepare distribution materials for distribution at CEC and DISES conferences;
6. Prepare and distribute e-blasts and e-communications with membership;
7. Serve as DISES central source and editor of website information;
8. Serve as *ex officio* chair of the Information and Publications Committee;
9. Cooperate with the MT to evaluate the performance of newsletter and journal editors, and website administrator(s);
10. Submit a marketing and public relations plan and budget; and
11. Draft a portfolio of marketing materials with the assistance of relevant Division board and general members.

The primary goal of the **Information and Publications Officer** is to ensure that DISES is being successfully marketed and branded. It is important to remember that correct DISES branding must appear on all DISES materials.

Some important ways to promote the DISES brand:

- Ensure that the newsletter is released on time and is correctly branded using a unified format.
- Prepare e-blasts to membership, in conjunction with the Membership Officer value the e-blasts (remember that only the President and the Executive Director can send an e-blast: please interface with them).
- Prepare DISES promotional materials for all DISES events.
- Ensure the maintenance of the DISES website.

- Ensure presence and promotion of DISES Facebook page and group.
- Ensure a steady stream of DISES tweets on Twitter.

#### Monthly and repeating events

- January: Submit annual report on the state of the publications to DISES Executive Director
- February: Ensure availability of DISES brochures and promotional materials for CEC convention
- March: Newsletter
- April: Membership drive month, meet with Information and Publications Committee at CEC convention.  
Attend CEC meetings for journal editors and branding.
- May: Update website
- Summer months: Typically, DISES has an event during the summer months. Ensure that membership forms, brochures, and promotional materials are available.
- October: Newsletter, update website
- November: Skype meeting with Information and Publications Committee
- December: Submit budget to Executive Director for next year (see template in Google Drive).

***The DISES Information & Publications Officer must be available to participate in the Annual Board of Directors meeting scheduled prior to the CEC Convention.***