Virginia Beach Council of Civic Organizations

Helping Civic Organizations Remain Educated for 66 years
Post Office Box 9252
Virginia Beach, VA 23450-9252
www.vbcco.org

Job Description
Communications Committee - Chair

Purpose

The Communications Committee Chair provides overall direction, coordination, and oversight to ensure that VBCCO's internal and external communications are consistent with its mission as a nonpartisan civic education organization. The Chair coordinates the work of the committee and oversees the four Communications Subcommittee Chairs: Website & Social Media, Mailchimp Communications & Member Surveys, Marketing, and Correspondents.

Key Responsibilities

- Provide overall leadership, direction and support to the Communications Committee and its four Subcommittee Chairs.
- Ensure that VBCCO communications are accurate, timely, professional, consistent, and appropriate for a nonpartisan civic education organization.
- Promote consistency in VBCCO's messaging, visual identity, tone, and use of organizational resources.
- Identify opportunities to improve VBCCO's ability to inform members and the broader community.
- Establish clear expectations, priorities, and objectives for each Subcommittee in coordination with the Executive Committee and appropriate Committee Chairs.
- Coordinate the activities of the Subcommittees to minimize duplication, clarify responsibilities, and ensure consistent messaging.
- Monitor Subcommittee progress and ensure that communications projects are completed in a timely manner.
- Hold regular Communications Committee leadership meetings as appropriate to coordinate activities, review priorities, and address emerging needs.
- Report significant communications activities, accomplishments, and concerns to the Executive Committee.
- Review communications, as appropriate, to ensure that they accurately reflect VBCCO's mission, programs, activities, and educational purpose.
- Help maintain consistent organizational language, terminology, and presentation across VBCCO communications.
- Coordinate with the Executive Committee and the Board of Directors when communications involve sensitive, significant, or organization-wide matters.
- Ensure that communications developed by the Subcommittees are appropriately coordinated and reviewed before being distributed on behalf of VBCCO.

Desired Skills and Qualifications

- Strong written and verbal communication skills.
- Ability to organize, coordinate, and oversee multiple projects and volunteers.
- Some experience with communications, public relations, marketing, journalism, social media, website management, or a related field is helpful but not required.
- Ability to work collaboratively with volunteers and leaders.
- Strong attention to detail and commitment to accuracy.
- Ability to distinguish factual civic education from advocacy or political messaging.
- Understanding of the importance of nonpartisan communication.
- Ability to maintain confidentiality when appropriate.
- Some familiarity with digital communications platforms, social media, email marketing, surveys, and website content management is helpful.
- Ability to delegate effectively and provide appropriate direction and support to volunteers.
- Understanding of the educational mission of VBCCO.

Time Commitment

The Communications Committee Chair should expect to devote approximately **10-12 hours per month**, with additional time required periodically for major programs, communications initiatives, special projects, or time-sensitive organizational needs.

Volunteer Benefits

- Help strengthen civic education and informed civic participation in Virginia Beach.
- Shape and improve how VBCCO communicates its educational mission to members and the community.
- Gain experience overseeing multiple communications functions and volunteer teams.
- Help establish consistent and professional communications practices for VBCCO.

Definition of Success

- VBCCO's communications consistently reflect its **nonpartisan civic education mission** and is accurate, timely, clear, balanced, and professional.
- Subcommittee Chairs receive the direction and support they need to succeed.
- Communications activities are coordinated rather than duplicated or conducted independently.

Volunteer Disclaimer

The Virginia Beach Council of Civic Organizations (VBCCO) recognizes that every volunteer brings unique strengths, experiences, and availability. This job description is intended as a guide rather than a rigid list of requirements. We welcome individuals with enthusiasm, initiative, and a willingness to serve, and we strive to match volunteers with opportunities that best fit their interests, talents, and availability.