



AIGA Dallas Director of Communications

Minimum Tenure: 2 years

Maximum Tenure: 4 years

Role Purpose

The Director of Communications oversees all outward-facing communication for AIGA Dallas, ensuring the chapter's events, initiatives, and news are shared clearly, consistently, and professionally with the broader design and creative community. This role serves as the central hub for messaging, storytelling, and visibility, guiding how the chapter shows up across digital platforms and public channels.

This is a strategic leadership role that combines team management, editorial oversight, and brand stewardship.

Mission

Direct and coordinate AIGA Dallas's public communications in alignment with the organization's mission, values, and brand standards—driving engagement, awareness, and participation across the design community.

Core Responsibilities

- Lead and manage a Communications Team of volunteers, overseeing public-facing channels including:
 - Event publishing and management on Eventbrite
 - Newsletter creation, scheduling, and distribution
 - Website content updates and ongoing maintenance
 - Social media content coordination and oversight
- Direct all public-facing creative to ensure consistency with AIGA brand standards, mission, and social media guidelines
- Review all proposed artwork, content, and copy, providing constructive feedback and requesting revisions to ensure high-quality, professional output
- Collaborate closely with the Executive Board to communicate chapter priorities, initiatives, and key messages
- Maintain a communications deliverables calendar, ensuring all programs and events are live and promoted at least eight weeks in advance

- Partner with each Program Chair to translate their goals, events, and initiatives into clear, compelling public communications
- Track and review analytics across key channels, including:
 - Website traffic and engagement
 - Email/newsletter performance (open rates, Click-throughs, growth)
 - Social media reach, engagement, and audience growth
- Monitor event registration and engagement metrics, adjusting messaging or promotion strategy as needed to maximize attendance
- At board meetings, request written updates and announcements to ensure the website's News section remains current and active
- Ensure timely responses to inquiries and comments across social channels and public-facing platforms
- Lead monthly Communications Team meetings to:
 - Review goals and performance
 - Share best practices
 - Celebrate wins
 - Strategize improvements and pivots
- Maintain regular one-on-one communication with team members to:
 - Leverage individual strengths
 - Support growth and motivation
 - Ensure contributors feel valued and engaged
- Attend at least half of AIGA Dallas events and one board meeting per month

Engagement Expectations

This role requires ongoing, hands-on involvement and active leadership. The Director of Communications is expected to:

- Proactively plan and oversee communications well in advance
- Maintain consistent oversight across multiple platforms and contributors
- Use analytics and performance data to guide decisions and adjustments
- Ensure messaging is accurate, timely, and aligned with chapter goals
- Provide clear direction and feedback to volunteers
- Adapt communication strategies based on engagement, performance, and community needs

Success in this role is measured by clarity, consistency, quality, and community response.

Time Commitment

- Ongoing weekly involvement
- Increased time commitment around major events and initiatives
- Monthly team meetings and board meetings
- Some evening and weekend availability expected

Collaboration & Reporting

- Reports to the Chapter President
- Works closely with:
 - Executive Board
 - Program Chairs
 - Social Media Chair
 - Membership & Community Director
 - Diversity Chair

Skills & Traits

- Excellent verbal and written communication skills
- Expert-level understanding of design principles and industry standards
- Comfortable critiquing creative work and requesting iterations
- Strong people-management and motivational skills
- Highly organized with the ability to juggle multiple projects and contributors
- Confident decision-maker with strong editorial judgment
- Works well remotely: resourceful, independent, and self-motivated
- Collaborative, thoughtful leader with strong follow-through
- Cross-cultural literacy and commitment to inclusive communication

Measures of Success

- Consistent, on-brand communication across all public channels
- Improved performance across website, email, and social analytics
- Timely promotion of all events and initiatives
- Strong collaboration with board members and program chairs



- Engaged, motivated communications volunteers
- Increased visibility, participation, and trust within the design community