

Lambda Kappa Omega Sorority, Inc.

Director of Communications

Job Description & Duties

Position Title

Director of Communications

Reports To

Vice President of Communications

Leadership Structure

National President → National Vice President → Vice President of Communications → Director of Communications

Position Summary

The Director of Communications serves as the organization's communication coordinator and public relations liaison. This position is responsible for managing mass communications, supporting organizational advocacy efforts, coordinating communication strategies, maintaining communication standards, and ensuring information is distributed accurately, professionally, and effectively throughout Lambda Kappa Omega Sorority, Inc.

The Director of Communications serves as the bridge between the National Board, committees, chapters, members, community organizations, and external partners. Through strategic communication and relationship-building, this position helps strengthen organizational visibility, member engagement, and public awareness of the sorority's mission and initiatives.

Core Responsibilities

Organizational Communications

The Director of Communications oversees the distribution and management of national communications.

Responsibilities Include:

- Coordinate mass communications to the general membership.
- Review communications submitted by National Offices and Committees.
- Ensure information is clear, accurate, and professional.
- Format communications for readability and member engagement.
- Maintain consistency in organizational messaging.
- Verify information before distribution.

- Coordinate communication timelines and deadlines.

Communication Standards

- Ensure communications align with organizational values.
 - Maintain professionalism in all correspondence.
 - Clarify unclear information before distribution.
 - Avoid altering the intent of official communications.
 - Protect confidential and sensitive organizational information.
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Monthly Membership Communication Bulletin

The Director of Communications is responsible for coordinating the monthly communication bulletin distributed to the membership.

Responsibilities Include:

- Collect updates from all National Offices and Committees.
- Compile monthly communication summaries.
- Format information into a member-friendly communication.
- Distribute the communication on the 15th of each month.
- Schedule monthly reminders to offices and committees.
- Monitor submission deadlines.

Communication Topics May Include:

- Organizational announcements
 - Policy updates
 - Meeting reminders
 - Membership information
 - Events and activities
 - Committee updates
 - National initiatives
 - Community outreach opportunities
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Public Relations & Organizational Advocacy

The Director of Communications serves as a public relations representative for Lambda Kappa Omega Sorority, Inc., Kappa Gamma Omega, and the Lambda Crystallites.

Responsibilities Include:

- Promote the mission, vision, and values of the organization.
- Establish relationships with community organizations.
- Coordinate outreach efforts with nonprofit organizations.
- Strengthen inter-organizational partnerships.

- Support local chapters in developing community relationships.
- Represent the organization professionally in external communications.

Organizational Advocacy

- Develop communication strategies that enhance visibility.
 - Connect chapters with community partners.
 - Support sponsorship and partnership opportunities.
 - Promote collaborative initiatives with other organizations.
 - Advocate for programs and initiatives that support organizational growth.
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Crisis Communication Management

The Director of Communications assists leadership during organizational crises by ensuring effective communication.

Responsibilities Include:

- Support communication efforts during crises.
- Develop communication plans for emergency situations.
- Maintain clear and consistent messaging.
- Assist leadership with member and community communication.
- Promote transparency while protecting organizational interests.
- Help manage public perception during sensitive situations.

Crisis Communication Objectives

- Reduce misinformation.
 - Provide timely updates.
 - Reassure members and stakeholders.
 - Support leadership decisions.
 - Maintain organizational credibility.
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Communication Review & Editing

The Director of Communications is responsible for reviewing and improving communications submitted by National Offices.

Responsibilities Include:

- Review documents for grammar, spelling, and readability.
- Improve communication flow and clarity.
- Ensure messages are member-friendly.
- Maintain professional formatting standards.
- Return communications for revision when necessary.

Editing Standards

- Clarify information without changing intent.
 - Maintain original messaging.
 - Improve readability and comprehension.
 - Ensure consistency in tone and style.
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Letterhead & Formal Correspondence Management

The Director of Communications oversees formal organizational correspondence.

Responsibilities Include:

- Maintain official organizational letterhead templates.
- Create and distribute formal communication templates.
- Update chapter and leadership information on letterhead.
- Organize communication templates on Google Drive.
- Ensure proper usage of official communication formats.

Template Development

Develop templates including:

- Inter-Greek Letters
 - Sponsorship Requests
 - Partnership Requests
 - Donation Requests
 - Vending Requests
 - Information Requests
 - Organization Verification Letters
 - Formal Correspondence
 - Community Outreach Letters
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Board Support Responsibilities

The Director of Communications serves as a National Board support officer.

Responsibilities Include:

- Attend National Board meetings.
 - Participate in discussions and planning sessions.
 - Provide communication recommendations.
 - Assist with organizational policy implementation.
 - Vote on behalf of the Vice President of Communications when authorized.
 - Submit recommendations and concerns to National Leadership.
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Continuing Education & Member Development

The Director of Communications is responsible for providing communication-related educational opportunities to members.

In-Service Training

- Conduct one annual communication-focused in-service training.
- Collaborate with the Vice President of Communications.
- Develop educational presentations.
- Submit training materials for publication.

Printable Educational Resources

- Create two communication-related educational documents annually.
- Develop engaging and informative content.
- Submit materials for website publication.
- Track member participation and completion.

Service Hour Reporting

- Track participation in communication education programs.
- Submit service hour records quarterly to the National Sergeant at Arms.

Committee Responsibilities

Public Relations Committee

The Director of Communications serves as:

Vice Chair of the Public Relations Committee

Responsibilities include:

- Assist with committee leadership.
- Participate in quarterly committee meetings.
- Review public relations initiatives.
- Support organizational outreach efforts.
- Assist with communication campaigns.

Newsletter Committee

The Director of Communications may serve as:

- Third Chair of the Newsletter Committee.
- Contributor to organizational publications.
- Reviewer of member communications.

Email Administration

Responsibilities Include:

- Maintain office email accounts.
 - Utilize approved email signatures.
 - Organize communication labels and folders.
 - Maintain updated contact lists.
 - Coordinate with the Information Technology Committee regarding email updates.
 - Ensure email systems remain organized and secure.
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Administrative Responsibilities

Reporting

- Submit quarterly office reports.
- Complete annual reporting requirements.
- Maintain communication statistics and records.
- Document office utilization and effectiveness.

Documentation

Maintain records including:

- Monthly Communication Bulletins
 - Sponsorship Requests
 - Partnership Agreements
 - Outreach Communications
 - Committee Reports
 - Educational Materials
 - Board Recommendations
 - Annual Reports
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Leadership Expectations

The Director of Communications should demonstrate:

Proactive Leadership

- Anticipate communication needs and challenges.
- Develop solutions before issues arise.

Adaptability

- Respond effectively to organizational changes.

Communication Excellence

- Communicate clearly, professionally, and effectively.

Organization

- Maintain accurate records and communication schedules.

Resourcefulness

- Utilize available resources to strengthen organizational communication.

Recognition

- Promote and celebrate organizational accomplishments.

Delegation

- Collaborate effectively with leadership and committees.

Professionalism

- Serve as a positive representative of the organization.
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