

# NC AHEC Communications & Marketing Liaisons

## Charter

### Purpose

The purpose of the NC AHEC Communications & Marketing Liaisons is to facilitate collaboration between Regional AHECs and the Program Office and to share information and resources to support Regional AHECs in their efforts to meet communications goals of the NC AHEC Program. The Communications & Marketing Liaisons exchange perspectives from Regional AHECs on statewide work and Regional communications needs and priorities. The Communications & Marketing Liaisons serve as a statewide authority on topics within their scope of work and serve as advisors to other NC AHEC discipline groups in these areas.

### Area

The Communications & Marketing Liaisons will focus on the following areas, including, but not limited to: email marketing, statewide and regional brand strategy, internal and external communication strategy, social media management, capture and reporting of metrics related to marketing efforts, and communications related to statewide projects as determined by the Program Office and Strategic Plan.

### Inclusion

The Communications & Marketing Liaisons will include at least one representative from all nine Regional AHECs and the Duke AHEC Program who are tasked with leading the marketing & communications operating area(s) of their organization.

The Communications & Marketing Manager will provide guidance for the Communications & Marketing Liaisons.

### Members

Members are staff selected by their Regional AHEC to represent the *marketing & communications operating area(s) of their organization*.

### Other Roles

Minute Taker: Caroline Orth, Communications & Marketing Manager

- Minutes are taken for all regular meetings.
- Responsibilities
  - Record minutes of the meeting using a concise action-oriented format.
  - Provide a draft copy of the minutes to the Communications Liaisons for review no later than two weeks after meetings.

## **Duties**

The Communications & Marketing Liaisons are charged to:

- Meet virtually on a once-monthly basis and in other sub-groups and strategy sessions as needed.
- Actively participate and contribute to monthly Agenda items and sub-groups.
- Identify Regional communications needs (i.e. platform-specific trainings, statewide ITS requests, statewide communications guidelines and recommendations) and collaborate on actionable paths for solution.
- Share Regional updates and priorities with the Program Office and other Regional AHECs to increase opportunities for problem-solving and collaboration across AHECs.

## **Directional Guidance**

The Communications & Marketing Manager at the NC AHEC Program shall provide Directional Guidance. Responsibilities of this role include:

- Prepares the Agenda and moderates the monthly virtual conferences.
- Maintains contact information and attendance records for members of the Marketing & Communications Liaisons.
- Distributes minutes from the monthly virtual conferences.
- Facilitates the identification, operations and evaluation of necessary working sub-groups. Assures sub-groups are efficiently completing assigned tasks and are staying on track.
- Manages process flow. In this role, the Communications & Marketing Manager is an interdependent member of the Marketing & Communications Liaisons but does not drive ideas or work. Action/implementation of ideas/work will be the role of all members of the team.
- Manages progress towards the goals of the Marketing & Communications Liaisons through effective communication, outcomes tracking, and identification of new opportunities.
- Provides to the NC AHEC Program Office and AHEC Directors an annual report of the Marketing & Communications Liaisons activities and accomplishments.

## **Member Responsibilities/Expectations**

- Members will share successes and failures, best practices, and ideas for future endeavors to recruit, train, and retain the workforce in North Carolina.
- For greater efficiency and effectiveness, a shared platform (Basecamp) for project management and communication shall be utilized by all members.
- Each statewide discipline group requires the participation of all members. At a minimum, members are expected to attend no less than 75% of meetings and assemblies on an annual basis. In the event that a member cannot meet the attendance requirement, the regional AHEC shall find a suitable and fitting replacement/representative.

## **Accountability**

The purpose, area, inclusion, membership, structure, duties and standard procedures outlined in this document shall be reviewed and updated biannually, under the guidance and direction of the Communications & Marketing Manager.

<b>#</b>	<b>Revision description</b>	<b>Section</b>	<b>Date</b>
1.0	New document	All	12/1/2022
1.1	Roles and responsibilities	Other Roles	8/24/2023

Renewal Due: 8/24/2024