



Role Overview – Mentor for Communications

Mentors for communications support the vice president of communications by guiding him in his role as the chapter's chief storyteller and protector of SigEp's brand locally and nationally. You should support him in navigating social media tools as well as the chapter's website to inform and engage both external and internal stakeholders.

As the mentor for communications, you will:

- Support the proficient and appropriate use of the chapter's website through linked social media accounts and calendars.
- Encourage and promote regular posting to the chapter's website and social media, and the development of curated communications for stakeholders.
- Facilitate the creation of communication standards and protocols.

<u>Responsibilities</u>	<u>Involved Parties</u>	<u>Frequency</u>	<u>Time Commitment</u>
Undergraduate Mentorship	Vice President of Communications	Monthly (sometimes more frequently depending on chapter events and trials)	1-2 Hours Monthly
Keep Updated with HQ/National Programs	District Governor, HQ Staff	Monthly	1-2 Hours Monthly
Volunteer Collaboration	AVC Members, Mentor Committee	Intermittent	Intermittent

Who you will interact with:

Volunteers: District Governor, chapter counselor, mentor committee members

University Staff: your institution's fraternity and sorority advisor

HQ Staff: Volunteer Services staff, Marcomm staff, your regional director

Undergraduates: vice president of communications

Resources available to Mentors for Communications:

In-person education opportunities at Carlson Leadership Academy and Grand Chapter Conclave, online learning (onboarding and skill development), guidance from volunteer services staff, and mentorship from District Governor and experienced volunteers.

Mentors for communications are expected to complete online onboarding in the first couple of months in their position to build the essential skills and knowledge to best support their chapter. SigEp volunteer onboarding (Level 1) consists of the following online interactive modules: SigEp 101, Effective Volunteer Skills, Mentoring Undergraduates, Communicating Across Generations, Partnering with the University, and Member Safety and Insurance.

Preferred Role Tenure:

As the mentor for communications is a key volunteer who supports an officer transition mid-year, it is preferred to have a mentor for communications serve for 1 or more years consecutively.

Necessary skills, knowledge, and abilities:

Social Media

Communication Practices

Coaching/Mentoring

Beneficial skills, knowledge, and abilities:

Project Management

Web Development

Marketing

Editing/Writing