Position Title: Subcommittee Member – Communications

Responsible to: ECC Regional Communications Subcommittee Chair and Volunteer Manager

Appointment Method: Via application process with approval by the Communications Subcommittee Chair and Volunteer Manager

Term: The duration of the task(s) assigned

Time Commitment: Varies depending on the specific task(s) in which the member is involved

Position Summary

The Communications Subcommittee serves in support of the ECC Regional Committee. The Communications Subcommittee member assists in specific areas of focus important to increase consumption, effectiveness, and use of AHA and ECC communications. Communications Subcommittee members bring a combination of skills, experience, passion, and influence to assist the subcommittee goals of increasing and optimizing community communications and facilitating growth of volunteer resources to meet AHA and ECC mission and goals (i.e., no one dies from Cardiac Arrest, Life is Why, etc.). Major responsibilities include:

- Works in concert with Communications Chair, ECC regional volunteers, and AHA staff to meet yearly goals and plans for increasing and optimizing current communication processes and platforms for promotion of the AHA and ECC mission and goals.
- Assists in refining and improving communication tools to promote AHA and ECC goals.
- Explores ways to further communicate with the AHA Training Network using a variety of social media.
- Understands and fully supports the mission and policies of the AHA.
- Registers and actively participates as a member of the You’re the Cure Network.
- Attends orientation or training as appropriate.
- Participates in 75% of all meetings as scheduled relating to areas of the subcommittee’s focus.
- Scrupulously abides by the Ethics Policy and the Conflict of Interest (COI) policy.