

TEXTILE SOCIETY *of* AMERICA

External Relations Director

Tenure: The External Relations Director is a member of the Board for a four-year term and may be re-elected for another four-year term.

Job description (general): The External Relations Director coordinates the following initiatives to increase awareness of TSA nationally and internationally.

Specific Responsibilities:

- Works with the Board and coordinates with the ED to develop a communications strategy across print, web, and social media.
- Develops and maintains current contacts for press list including pertinent publications, organizations, and individuals for TSA communications and outreach efforts.
- Collects and directs information to the Executive Director regarding external events and programs, as needed for various TSA communications such as web and newsletters.
- Drafts press releases and announcements, working with TSA Board members and staff to ensure content is accurate and timely.
- Establishes timetable for press releases and announcements in conjunction with TSA programs and events. Works with the Chairs of the Awards and Nominations Committees to post calls for nominations and announce winners in a timely manner.
- Works with Internal Relations Director and ED to gather information about affiliated organization that are important to TSA members to expand visibility of our respective fields through surveys and queries. Facilitates communication and exchange with related organizations.
- Prepares letters of invitation for Symposium participants who may require these for grants or visa applications.
- Participates in all Board activities, including committees and program development.