

**Board Communications Manager:
Description of Responsibilities**

- Manage day-to-day communication needs of a given Board (specifics to be determined by the Board itself)
- Develop and lead execution of a cross-functional Board communication strategy (lead internal, facilitate external)
- Help shape and articulate Board vision, strategy, goals and priorities
- Identify points of integration with other groups (i.e., business segments, Councils, Architectures, CA, CDO, CMO, etc.); serve as communications liaison
- Identify key stakeholders and develop / manage appropriate communication vehicles for reaching them
- Manage collaborative technologies (i.e., Web 2.0, IWE site, etc.) needed to communicate to and about the Board
- Liaise with “virtual hub,” including relevant Council and Architecture communications lead