



Communications Director

Position Overview

This role is crucial for keeping our community informed, engaged, and connected. The Communications Director will lead efforts to maintain transparent, timely, and professional communication with all homeowners through our website, social media channels, and regular newsletter.

Key Responsibilities

• Website Management

- Serve as the primary administrator for the HOA website (e.g., updating content via Wix).
- Post important announcements, meeting minutes, governing documents, budgets, architectural guidelines, and event calendars.
- Ensure content remains current, accurate, and user-friendly.
- Coordinate with board members to gather and publish relevant information.

Social Media Management

- Oversee and grow the HOA's presence on platforms such as Facebook, Nextdoor, Instagram, or others used by the community.
- Create, schedule, and post regular updates, event reminders, rule clarifications, maintenance notices, and positive community highlights.
- Monitor comments and messages, responding promptly (or escalating to the board when needed).
- Encourage resident engagement while maintaining a positive, professional tone.

Newsletter / Email Communications

- Plan, write, edit, and distribute a monthly or bi-monthly e-newsletter (via tools like Mailchimp, Constant Contact, or similar).
- Compile content including board updates, committee reports, upcoming events, violation reminders (in a constructive manner), community spotlights, and helpful tips.
- Design simple, attractive layouts and ensure mobile-friendly formatting.
- Maintain the resident email distribution list in compliance with privacy best practices.

General Communication Support

- Collaborate with the HOA board, other committees, and residents to gather news and stories.
- Develop consistent branding, messaging guidelines, and tone for all HOA communications.
- Assist in crisis or urgent communications when needed (e.g., weather events, emergency notices).
- Track basic engagement metrics (views, opens, likes) and suggest improvements to reach more residents effectively.