**APPD Communication Committee Fall 2023**

**Job Description**

**Overview**  
The Communication Committee for APPD will guide the organization in developing and executing communication strategies, developing and disseminating relevant content to members, and evaluating new and expanded communication opportunities. The committee collaborates closely with the Communication Director of the APPD Board and the APPD management team to align the communications strategies with the goals of the Board and the mission of the APPD.

**Composition**  
The Communication Committee is comprised of a Chair, Vice-chair, and 4-6 members who are representative of the various roles and responsibilities of the APPD membership (resident/chief resident, APD, PD, coordinator, core faculty members). Committee composition will also reflect diversity consistent with APPD Vision 2025.

**Competencies**   
Competencies for members of the Communication Committee include:

* Passion for the mission and work of the APPD.
* Knowledge and experience with communication tools, including various social media outlets.
* Prior experience generating content for communication outlets (i.e., social media, web, email).
* Strong verbal and written communication
* Ability to listen, analyze, think strategically and creatively, and work well in group settings

**Responsibilities**   
Responsibilities for members of the Communication Committee and APPD management include:

* Prepare for, attend, and participate in Committee meetings, ask questions, and follow through on given assignments.
* Review at regular intervals APPD’s current communication strategies and their effectiveness using generated metrics.
* Identify new and emerging methods for enhancing communication within and outside the organization.
* Benchmark APPD communication strategies against other program director associations and other national or international medical societies and make recommendations to the APPD Communication Director for enhancements of committee efforts.
* Review/Update the annual strategic communication plan for APPD.
* Collaborate with the Communication Director on the APPD Board to ensure alignment with Committee activities.
* Using the annual strategic communication plan, develop and disseminate content to engage with members (via current communication platforms such as APPD Connect, APPD website, ebulletin) and with outside organizations (such as on X) consistent with APPD mission and goals.
* Collaborate with other leaders in APPD to receive input and feedback on content development.