

Duties and Responsibilities

Communications

Qualifications and Expectations:

Strong interpersonal and communication skills, effective leadership and organizational abilities are recommended. Computer skills, graphic design and marketing experience is highly desired.

This Committee consists of one Chairperson who is also an Electronic Communications Coordinator. The main purpose of the Communications Committee is to maintain regular and timely communication with the membership through relevant channels including print, web, social media, and emerging platforms.

The Committee develops educational programs about the Union, our Contract, the negotiation process, Flight Attendant profession, and the aviation industry. Other assignments may include: Membership Surveys and Media Relations.

1. SCOPE

a. The Communications Committee shall be responsible for all bulk communications to the membership and maintaining the Internet and social media presence of the MEC.

2. POLICY/RESPONSIBILITIES:

a. The MEC Communications Committee shall consist of the MEC Communications Committee Chairperson and the Local Communications Committee Chairperson from each council.

3. THE MEC CHAIRPERSON SHALL:

- a.** Be responsible for maintaining all systems used for sending bulk email communications to the members. She/he will update the system with changes to email addresses, base assignments, and reserve status as needed but no less than monthly.
- b.** Prepare, format, and distribute all bulk email communications or blasts to the members at the direction of the MEC.
- c.** Prepare, format, and distribute any print communications at the direction of the MEC.
- d.** Compile information of interest to the members from other media sources, labor unions, and industry sources to be included in MEC communications.
- e.** Maintain the MEC website, updating regularly with content provided from the MEC, LECs, other committees, and with content developed by the Committee itself with MEC approval.
- f.** Maintain the social media presence of the MEC, updating regularly but no less than weekly.
- g.** Monitor social media for compliance with social media guidelines and moderate content as appropriate.
- h.** Ensure that all communications sent on behalf of the MEC will be compliant with the MEC Brand and Communications Style Guidelines.

(Updated 11/03/2020)