

Communications Team Charter

Revised September 24, 2017

PURPOSE:

The Communications Team (Comm Team), a committee, supports the vision and mission of the Unitarian Universalist Community Church of Santa Monica (UUSM). Its role is

- to help UUSM coordinate efforts across multiple communications channels;
- to enable best use of technology to optimize the effectiveness and efficiency of communications about UUSM, and to receive information from the congregation in return;
- to facilitate a cohesive public image that communicates our highest values, vision, and work – to our community and beyond.

ORGANIZATION:

The Comm Team should comprise at least three (3) members. The Minister will be asked to be part of the Team, and if not able to be part of the Team, will be kept informed of agenda items and advised of actions undertaken and decisions made. The Editor-In-Chief of the Newsletter and the Webmaster should be part of the Team, and if not able to be part of the Team, will be kept informed of agenda items and consulted prior to actions and decisions being finalized that concern newsletter or website policies and procedures, in the spirit of collaboration. A member of the current Board of Directors should be part of the Team, and if not, the Board will be kept generally informed.

Members and staff currently working on the various communications channels are encouraged to collaborate, provide insight, and take on responsibilities, as they are able. Any current UUSM member is welcomed and encouraged to collaborate, provide insight, and take on responsibilities, as they are able.

MEETINGS:

Meetings are held as needed.

RESPONSIBILITIES:

The responsibilities of the Comm Team include

- Coordinate and collaborate with the Minister, staff, and Board of Directors about communications to enable effective communication; to ease operations where possible; and to maintain a clear public image.
- Coordinate and collaborate with the Newsletter Team on a clear message to enable effective communication; to ease operations where possible; and to maintain a clear public image.
- Coordinate and collaborate with the Social Media Task Force and staff to enable effective communication; to ease operations where possible; and to maintain a clear public image.
- In the absence of a website committee, provide guidance, information, and instruction to committee chairs on how to update their webpages.
- Coordinate and collaborate with members and staff on the UUSM website(s) (or a website committee) to provide a user-friendly, reliable, and effective site.
- Provide input, along with the Minister, staff, and board, on the hiring and duties of the Webmaster, a paid position, if the need arises.
- Provide input, along with the Minister, staff, and board, on the hiring and duties of the Communication and Volunteers Coordinator, a paid position, if the need arises.