

WEB AND COMMUNICATIONS DIRECTOR (WCD)

The WCD is a member of the Executive Board and is in charge of administrating the general communication of the Society towards its members, partner societies/organisations and general public. To this purpose the WCD may propose to the Executive Board a person/company for the role of Social Media Manager (external provider) and, by written authorization, delegate tasks to members of the staff endorsed by Executive Board.

The WCD is a member of the Nominations Committee (<https://www.eugms.org/about-us/nominations-committee.html>) and participates in the Early-career Geriatricians Initiative -ECGI- (<https://www.eugms.org/about-us/early-career-geriatricians-initiative.html>).

As a member of the Executive Board, the WCD shares with all other Executive board members the responsibility of Director of EuGMS in accordance with our Bylaws ([https://www.eugms.org/fileadmin/eugms-data/legal_and_statutory/EuGMS AISBL - By-Laws - Final - ENG - EY Law.pdf](https://www.eugms.org/fileadmin/eugms-data/legal_and_statutory/EuGMS_AISBL_-_By-Laws_-_Final_-_ENG_-_EY_Law.pdf))

Term of office: 4 years (January 2024 to December 2027)

General Responsibilities of the WCD:

- implementing the decisions of the Executive Board.
- being responsible for strategic planning, development, execution, implementation, maintenance and update of the EuGMS website, in liaison with the EuGMS Secretariat and the Webmaster (external provider)
- being responsible for strategic planning, development, execution, implementation, maintenance and update of the EuGMS social media accounts, in liaison with the EuGMS Secretariat and the Social Media Manager (external provider)
- Fulfilling the WCD tasks ensuring EuGMS standards and strategic goals and being consistent with the EuGMS mission statement.
- developing strategies to grow the EuGMS digital audience.
- being responsible of the full compliance of the EuGMS website and social media accounts with all laws and regulations.
- Preparing budget estimates for maintenance and development of the website and social media networks and other formats of promotional campaigns (e.g., videos, printed materials).

Practical activities include:

- Attending the meetings of the Executive Board; 1 per month generally online, and 1 to 3 in person meetings: Spring Meeting to (March), June Meeting, Meeting at the Annual Congress (September/October) and Winter Meeting (December).
- Attending the meetings of the General Assembly; 2 in person meetings per year: Spring Meeting (March), Meeting at the Annual Congress (September/October).
- Attending the meetings of the ECGI: 1 every second month, generally online except 1 in-person meeting at the Annual Congress (September/October).
- Attending the meetings of the Nominations Committee: 5 to 8 online meetings per year.
- reporting directly to Executive Board (according to meeting's agenda) and General Assembly meetings.

- engaging EuGMS members, including ECGI members and other volunteers, to collaborate in the WCD.
- creating appropriate website and social media content aligned with the organization’s strategy, including communication regarding Geriatrics across Europe, EuGMS boards activities, Special Interest Groups and Working Groups activities, Annual Congress, European Geriatric Medicine Journal and partnerships cross-promotion commitments.
- supervising the quality of the website and social media contents and ensure their compliance with the EuGMS quality standards.
- searching and pre-selecting IT companies to provide quotations (if needed) for the website and Social Media Content providers (Social Media Manager) and submitting these to EuGMS Executive Board for selection.
- searching and pre-selecting IT companies to provide quotation (if needed) for the website management (Website Developers team) and submitting these to EuGMS Executive Board for selection.
- coordinating the Website Developers team (external), the Social Media content creation team (external) and related teams including EuGMS boards / working groups members.
- suggesting tools for internal communication between EuGMS boards and working groups members.
- Managing the budget allocated by the Executive Board for maintenance and development of the website and social media networks and other formats of promotional campaigns (e.g., videos, printed materials).
- Participating in the Editorial Board of the ECGI Blog (<https://www.eugms-ecgi-blog.com>)

DIAGRAM

