



**BETA THETA PI**  
— MEN OF PRINCIPLE —

## Communication Advisor *Position Description*

<b>Title</b>	Communication Advisor
<b>Reports to</b>	Chapter Counselor
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills.</li> <li>• Ability to stay organized and accomplish tasks on time.</li> <li>• Extensive knowledge of social media tools and best practices for using them.</li> <li>• Understands the importance of internal communication for organizational success.</li> </ul>
<b>Time Allocation</b>	50% Direct advising of the VP of Communication and the chapter. 30% Active participant of the Advisor Team. 20% Developing relationships with constituents.
<b>Term of Appointment</b>	Based upon individual availability, but minimum 2 years.

### Mission, Vision, Values & Priorities of Beta Theta Pi

<b>Mission</b>	To develop men of principle for a principled life.	
<b>Vision</b>	Every member will live Beta Theta Pi's values.	
<b>Core Values</b>	<b>Mutual Assistance</b>	Betas believe that men are mutually obligated to help others in the honorable labors and aspirations of life.
	<b>Intellectual Growth</b>	Betas are devoted to continually cultivating their minds, including high standards of academic achievement.
	<b>Trust:</b>	Betas develop absolute faith and confidence in one another by being true to themselves and others.
	<b>Responsible Conduct</b>	Betas choose to act responsibly, weighing the consequences of their actions on themselves and those around them.
	<b>Integrity</b>	Betas preserve their character by doing what is morally right and demanding the same from their brothers
<b>Strategic Priority Areas</b>	Self-Governance, Education, Recruitment, Volunteers	

## Impact Statement

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With a multitude of activities occurring simultaneously, from small brotherhood events to large scale programming, it is vital that the chapter is organized and on the same page. Whether it entails the members knowing what is going on or outside constituents, communication is the key to ensuring the operational success of the organization.

The VP of Communication is charged with the holistic oversight of the chapter's internal and external communication and his advisor coaches him on achieving his tasks. From accomplishing deadlines with the Administrative Office, campus departments and chapter operations to selling the achievements of the chapter through social media, newsletters and public relations, the VP of Communication and his advisor are the glue that hold the rest of the team together.

## Overall Job Responsibilities

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### Direct advising of the VP of Communication and the chapter (50%):

1. Maintain weekly contact with the VP of Communication.
2. Attend at least one chapter meeting a month.

### Be an active member of the Advisor Team (30%):

1. Attend all quarterly advisor team meetings.
2. Attend and participate in *Keystone Regional Leadership Conference* in February.
3. Meet with District Chief or Assistant District Chief once a semester.

### Build relationships with constituents (20%):

1. Meet with the Leadership Consultant during his visit with the chapter.
2. Build positive rapport with chapter members, volunteers and university staff by attending specified chapter and university programming.

## Competencies

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Competency	Definition
Planning	Exhibits skills in advance planning, coordinating logistics; pays close attention to details
Foster Collaboration	Works in partnership with others to achieve results
Achieve Results	Demonstrates and creates a sense of urgency and commitment for achieving results
Demonstrate Initiative	Ensures execution of work tasks needed to accomplish organizational goals
Uses Sound Decision Making & Judgment	Effectively and critically examines issues and problems and makes judgments in line with organizational values
Innovation & Strategic Thinking	Takes risks and challenges the process; considers the long-term implications of daily work through critical thinking and/or assessment
Creativity	Able to develop dynamic strategies that achieve goals and improve the chapter experience