



BE HEALTHY. BE SAFE. BE READY.

Updated (bfandlim) 02.25.08 (following steering suggestions from 1.25)

## Communications Committee Job Description

**Recommended role** of ECHO's communications committee is to plan, oversee and assist in carrying out efforts to increase the visibility and acceptance of ECHO within limited-English communities; promote and build audiences for the vehicles that ECHO uses to communicate with those communities (ECHO-TV, ECHO Web, ECHO Phone, ECHO DVD's and ECHO Partners); and develop effective mechanisms for communicating with partners and constituencies of ECHO. This committee will ensure that the communication initiatives and communications plan are in alignment with the organization's strategic plan including vision, mission and values.

**Recommended membership** of ECHO's communications committee includes a minimum of one staff member and volunteers, and a board member who will serve as chair.

**Recommended duties** of ECHO's communications committee include: TBD+

- Develops and recommends all the presentation and promotional tools/activities needed to project and expand a consistent brand image for effective communication between and among persons and institutions that are actively supporting ECHO or taking part in ECHO activities.