



**The American Legion  
Department of North Carolina\***

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| <b>Job Title:</b> | <b>PROGRAM DIRECTOR AND ELECTRONIC MEDIA COORDINATOR</b> | <b>FLSA Status:</b> | Exempt                |
|                   |  | <b>Job Group:</b>   | 2-Admin.Professionals |
|                   |  |                     | Full-Time (40+hrs/wk) |

**GENERAL SUMMARY:**

Individual has responsibility for planning, growth, and administration of The American Legion Department of North Carolina programs, including development of electronic interface for program functions. Serves as staff liaison to committee chairpersons in the development, implementation of programs, and media and publication output.

**ESSENTIAL FUNCTIONS:**

1. Responsible for detailed planning, direction, oversight and effective operations of American Legion Department of North Carolina programs which include, but not limited to, Baseball, Boy Scouts of America, Boy's State, Community Service, JROTC, Oratorical, Junior Shooting Sports, Legion Riders, Membership and Post Activities, Public Relations, Leadership and Development, and Veterans Affairs Voluntary Service (VAVS). Serve as a resource for program information.
2. Maintain liaison with Membership chairperson/committee and Reconnect Committee to establish and implement long and short range goals, revitalization of distressed areas, and development of new posts.
3. Responsible for electronic media planning and implementation throughout the department, including, but not limited to, management of the department website, social outlets, and mass media outlets.
4. Develop links to Federal, State, and Local agencies that offer assistance to veterans.
5. Maintain, contact, and build relationships In Accordance DOD Regulations with active duty and dependents assigned to military installations in North Carolina to promote the aims of The American Legion in North Carolina.
6. In conjunction with the Department Leadership and Development Committee, provide specialized training for Department Chairpersons, Division, and District Commanders.
7. Provide assistance to the Department Service Officer as directed by the Department Adjutant.
8. Assist in preparation and management of annual budget for assigned programs in conjunction with Committee Chairperson.
9. Prepare and/or research articles for the North Carolina Legion News, Legion Bulletin and other organizational publications/materials and provide assistance in the management of the Department website.
10. Other duties as assigned by the Department Adjutant.

**REPORTING RELATIONSHIP (reports directly to): Department Adjutant**

**MINIMUM SKILLS REQUIRED FOR ESSENTIAL FUNCTIONS (Select only one under each category):**

**Education/Technical Knowledge:**

Two Year Associate Degree in applicable field preferred. Appropriate Military Training MOS or ASFD will be considered.

**Additional Skills Needed:**

1. Be a veteran eligible for membership in The American Legion.
2. Two years' experience in administrative work with a nonprofit organization.
3. Possess excellent public speaking, writing and managerial skills.
4. Possess excellent interpersonal skills.
5. Possess excellent organizational skills and ability for multi-tasking.
6. Proficiency in computer use to include Microsoft Office: Word, Excel, Access, PowerPoint, Outlook, and Internet Explorer.

7. Ability to travel extensively, by air and other means.
8. Knowledge of the programs and the policies of The American Legion.
9. Must have a valid driver's license.

**Experience:**

2 years up to 5 years.

Other: Experience with "grassroots" volunteer program work.

**Supervision of Others:**

The position is responsible for orienting and training others, and assigning and reviewing their work. May also be responsible for acting in a "lead" or "senior" capacity over other positions performing essentially the same work, or related technical tasks and reporting to a higher level on a formal basis.

**OTHER JOB RELATED FACTORS:****Problem Solving:**

Involves thinking imaginatively.

**Impact of Decisions:**

Work involves opportunities for judgmental errors which would result in added costs or reduced efficiency within and between major portions until corrected – usually requires longer time.

**Internal and Public Contacts:**

Outside organization which could affect the prestige of the organization and would involve influencing various citizens and the community.

**Physical Factors and Working Conditions:**

Physical demands of the position are those which require manual dexterity for typing/word processing; good telephone voice; ability to travel by any mode of public transportation; ability to do conference/meeting set-up that includes room arrangement, AV preparation and use and distribution of materials (lifting). The employee is regularly required to talk and hear. The employee frequently is required to stand; walk; sit; use hands to fingers; and reach with hands and arms. The employee is occasionally required to stoop, kneel, or crouch. The employee must occasionally lift and/or move up to 35 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to focus, either corrected or uncorrected. Working conditions are within a well-lighted, air-conditioned office environment. The noise level in the work environment is usually moderate. Reasonable accommodations may be made to enable individuals with disabilities to perform the physical demands of the job.

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Created or modified on: December 2018

By: Department Adjutant