



JOB DESCRIPTION

Communications Director

General description:

Responsible for the development and implementation of communications strategy and oversight of all internal communications media, functions and activities.

Specific responsibilities:

1. Provide a written strategy for internal and external communications, with reference to both formal and informal communication practices, for periodic review and approval by the Board of Directors, in conjunction with the annual Long Term Planning process.
2. Establish and lead a Communications Committee, through nomination of suitable candidates for Board approval, to help develop and implement the communications strategy, with assigned responsibilities for *TellTales* newsletter, the annual Yearbook, Club website, bulletin boards, email notices to members and other such functions.
3. Develop, and supervise implementation of, marketing strategies for revenue-producing initiatives such as sale of advertising in Club communications media and sale of branded Club gear, including nomination of suitable candidates for Board approval with assigned responsibilities for advertising sales coordination and Club gear management.
4. Provide or arrange for communications and marketing support, on request, to Club committees with functional responsibility for Club events or programs, including assistance with internal and external marketing, and solicitation of sponsorships.
5. Assist Board members with the development and implementation of communications policies and practices necessary to support their areas of functional responsibility.
6. Advise the Board of Directors in the development of Regulations and procedures with respect to communications, and provide support for Board communications with membership.
7. Develop and implement feedback methods, such as formal or informal surveys, to gauge member use of Club communications vehicles, measure member engagement and awareness of Club activities, and, on request of the Board, poll members on other Club matters to assist in Long Term Planning.
8. Develop an annual communications plan, including a communications calendar and a proposed budget, to cover all communications activities and, once approved, exercise control over communications costs that are incurred to undertake the approved plan.

Date adopted by the Board of Directors: January 8, 2013

Date of review/revision _____