



Position Description: Communications Committee Member

Purpose:

The Communications Committee assists the Director of Communications and Marketing to help provide PAVRO members with regular, consistent and high quality communications.

Responsibilities:

Under the direction of the Director of Communications and Marketing, the committee member's responsibilities are to:

1. Provide a unique perspective and insight regarding recent developments in the profession
2. Brainstorm communication solutions and efficiencies to improve communication with members
3. Evaluate current communication channels and value to PAVRO goals
4. Establish communication objectives for PAVRO materials
5. Develop high quality content for monthly Powerline
6. Ensure that PAVRO is represented in the media whenever necessary, including the preparation and distribution of press releases for Conference as appropriate
7. Develop social media posts. Develop and research content for social media posts and EFYIs
8. Works with staff to ensure website is updated with the most valuable and accurate content for members
9. Ensure all communication (written & electronic) meets PAVRO branding standards

Experience/Skills Required:

- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities
- Experience overseeing the design and production of print materials and publications
- Strong belief in PAVRO's mission, vision and values; able to articulate them

- A readiness to learn and understand PAVRO's strategic objectives.
- Excellent leadership skills and an interest in innovation and best practice
- Demonstrated ability to work independently and follow through with assigned projects and responsibilities
- Excellent interpersonal and organizational skills as well as excellent communication skills (written and oral) including public speaking
- Knowledge of the broader community impacting volunteerism and effective volunteer engagement
- Flexibility and patience

Term:

The Communications Committee's term is for one year

Code of Conduct

The Communications Committee member must agree to the following:

- I will perform my duties responsibly and impartially to the standards set out by PAVRO in a manner that would bear public scrutiny.
- I agree to declare any real, apparent or perceived conflict of interest in matters which may result in financial gain or personal benefit.

Benefits:

- Opportunity to gain a keen understanding of current happenings in the profession and broader voluntary sector.
- Opportunity to network and work closely with leaders in volunteer management from across the province
- Opportunity to have broad input and impact on behalf of PAVRO and the profession.
- Opportunity to develop leadership skills
- Opportunity to help find/develop real solutions
- An opportunity to develop/enhance leadership experience and be part of a team dedicated to excellence and best practice in the engagement of volunteers.
- Reimbursement for travel expenses and long-distance phone charges (as per existing policies).

Approved: May 2017