



## **Position Description**

### **Director of Communications**

#### **Purpose:**

*The Director of Communications ensures that on-going communication links with our members are regular, consistent, and of high quality. The Director also works to ensure that the public website and all PAVRO's social media platforms are accurate, up-to-date, and of high quality.*

*PAVRO commits to actively working towards a more equitable, diverse, and inclusive organization. Members of equity-seeking groups, including Black, Indigenous, and racialized individuals, as well as 2SLGBTQ+ people and people living with disabilities are encouraged to join the PAVRO Board.*

**Reporting to:** President of the Board of Directors

#### **Responsibilities:**

1. Soliciting, sorting, and editing relevant information for regular e-bulletins to all members following annual communication calendar and schedule.
2. Ensuring all other communications to members are accurate, timely, informative, and appropriate.
3. Liaising regularly with the Webmaster to ensure PAVRO's website is kept up to date, including information in the Members Only and Board Only sections.
4. Leading and supporting the Social Media Coordinator, Marketing Coordinator, and the e-Powerline Editor to ensure the goals of PAVRO are met through all available communication options.
5. Develop and maintain guidelines and written policies for the website as well as related agreements with PAVRO partners (including CharityVillage and Better Impact).
6. Coordinate a Member Survey; to be done every three years.
7. Recruit and lead advisory committees as appropriate and required.
8. Act as the associations' Privacy Officer.
9. Usual duties associated with being a Board Director (attending, preparing for, and participating in meetings/conferences/AGM/retreat; financial accountability and

management of portfolio budget; reports; updating website information; policies, promoting PAVRO; recruiting potential Board/Committee members, etc.).

10. Support and work within the expectations of PAVRO's commitment to anti-racism and anti-oppression.

### **Skills:**

1. Excellent written communication and interpersonal skills are essential.
2. Previous newsletter experience is preferred
3. Knowledge of plain writing; e-communication skills an asset
4. Previous leadership experience an asset
5. Basic knowledge of analytics: measurement, collection, analysis, and reporting of data.
6. Demonstrated ability to meet deadlines and to work independently.

### **Terms:**

The Director of Member Communications is elected for a two-year term. A minimum average time commitment of 3 - 5 hours per week is expected, with additional time required when a newsletter deadline or other special activity occurs.

### **Code of Conduct**

The Director of Communications agrees to:

- Perform my duties responsibly and impartially to the bylaws set out by PAVRO in a manner that would bear public scrutiny and support transparency in all decision making.
- Attend all board and/or committee meetings to the best of my ability and notify the respective chair in advance in case of required absence from the meeting.
- Declare any real, apparent, or perceived conflict of interest in matters which may result in financial gain or personal benefit.
- Maintain the confidentiality of any proprietary or privileged information to which I have access, both during and after my role on the board or committee. This information may include contracts, financial information, membership lists, documentation and/or any discussions about PAVRO business.
- Consistently speak in the interests of the members, volunteers, and independent contractors as they relate to the mission of PAVRO.
- Represent PAVRO values, and exercise reasonable care, good faith, and due diligence in organization business.

- PAVRO board members and volunteers will speak on behalf of or represent themselves as representing PAVRO is done only with the express consent of PAVRO.

**Benefits:**

- Strengthen existing networks and develop new connections in the province.
- Keep up to date on trends, issues, and learnings in the field.
- Provide a valuable service to members and potential members of PAVRO.
- Demonstration of leadership skills; opportunities to learn from and work with peers across the province.

Created 2004: Updated February 2014 and 2018

Revised: December 2021 (final)