

## **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 and that the public website is accurate, up to date and of high quality.

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

#### **Responsibilities:**

1. Soliciting, sorting, and editing relevant information for regular e-bulletins to all members (usually sent the first week of each month).
2. Ensuring all other communications (eg. Information Alerts) to members are accurate, timely, informative and appropriate.
3. Liaising regularly with the Webmaster to ensure PAVRO website is kept up to date, including information in the Members Only and Board Only sections.
4. Leading and supporting the Social Media Coordinator and the Graphic Design and Editing Position.
5. Developing and maintaining guidelines and written policies around the website as well as related agreements with appropriate partners (including Webmaster, Canadian Journal of Volunteer Resource Management, etc.)
6. Coordinating Member Survey, to be done every two to three years.
7. Recruiting and working with advisory committees as appropriate and needed.
8. Working with Marketing and Fund Development position to ensure the goals of PAVRO are met through all communication options available.
9. Act as the association's Privacy Officer.
10. Usual duties associated with being a Board member (attending, preparing for, and participating in meetings/conference/AGM/retreat; financial accountability and management of portfolio budget; reports; updating website information; policies; promoting PAVRO; recruiting potential Board/Committee members; etc.)

**Skills:**

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

**Terms:**

The Director of Member Communications is elected for a two year term. A minimum average time commitment of 3 - 4 hours per week is expected, with additional time required when a newsletter deadline or other special activity occurs. All Board members must agree to the following CODE OF CONDUCT

- 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.
- I further agree to maintain the confidentiality of any proprietary or privileged information to which I have access, both during and after my term on the Board of Directors. This information may include contracts, financial information, membership lists, staffing or personnel documentation and/or discussions about PAVRO business.

**Benefits:**

- Strengthen existing networks and develop new connections in the province.
- Keep up to date on trends, issues, learning in the field
- Provide a valuable service to members and potential members of PAVRO.

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