

Communications Director



Function:

The Communications Director is an officer of the Society appointed by resolution of the Board of Directors at the first meeting of the Board following the Annual General Meeting at which the individual is elected to the Board. The Director's term of office shall be two years beginning and ending the date of the AGM, or until a successor is appointed and takes office. The Director may not serve more than four consecutive terms.

Responsibilities and Duties:

The Communications Director is responsible for managing the communications activities of BIFHSGO in accordance with the BIFHSGO Bylaws, Robert's Rules of Order, and the *Canada Not-for-profit Corporations Act*. These include the internal and external print publications, the website, the *eNews*, social media and communications plans. The specific responsibilities and duties of the Communications Director include, but are not limited to, the following:

Board specific activities

- attends all board meetings to participate in the general discussion and decision-making of these meetings;
- submits any action items for board discussion via email to the board members, along with supporting materials, five business days prior to each board meeting;
- submits a brief communications activity report via email to the board members three business days prior to each board meeting;
- establishes an annual communications budget and provides it and any updated information needed to the Treasurer;
- prepares a yearly report on communications for the Annual General Meeting;
- performs other related duties as may be prescribed by the Board;
- upon the completion of the assigned term, assists the incoming Communications Director to become familiar with the policies and procedures of the position.

Initiates and oversees communications plans and activities on behalf of the Board to achieve BIFHSGO objectives

- takes the lead each in preparing an annual communications plan for the Society and another plan for the following year's annual conference; obtains the approval of the Board on the proposed plans at the September meeting.

Manages BIFHSGO communications in print and electronic formats, including *Anglo-Celtic Roots* and other publications, the *eNewsletter* and the website. Such responsibilities may be assigned to others, with overall responsibility for quality assurance and consistent messaging remaining with the Communications Director

- ensures that the "About Us" section of the website is up to date;

- monitors the website to inform the responsible director, if necessary, that another section's content needs revision;
- liaises with the Marketing Director and the Social Media Coordinator on the execution of marketing and social media activities;
- works with the Research and Projects Director and the Website Manager to maintain central database summarizing all BIFHSGO projects and events for reference purposes;
- sends any relevant information to the Website Manager/*eNews* Editor/ACR Editor/President for meeting announcements;
- liaises with the Website Manager and the website provider regarding revisions to the website.

Ensures that BIFHSGO publication standards are maintained in all print and online publications, including all materials developed for BIFHSGO marketing, membership information, the website, the annual conference, and social media.

Oversees the activities of the *Anglo-Celtic Roots* Editor, the Website Manager, the *eNews* Editor, the Query Response Manager and the Photographer.

- assists the *Anglo-Celtic Roots* Editor, the Website Manager, the *eNews* Editor, the Query Response Manager and the Photographer, in carrying out their respective duties, as required.

Time Required:

Each board meeting, 2–3 hours; each membership meeting, 2.5 hours; other duties: 20 hours/month.

Knowledge and Abilities Required:

Background in communications or media relations; strong writing and editing skills; ability to liaise successfully with colleagues and communications volunteers.

In-service Training Provided:

Board member training through Volunteer Ottawa; training on the BIFHSGO website system if required; access to previous communications directors.

Support Provided:

Volunteer Liaison