

Outreach Director



Function:

The Outreach 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 Outreach Director is responsible for managing all the marketing activities and products (publicity, promotion, advertising, displays, print materials) between BIFHSGO its membership and the general public in accordance with the BIFHSGO Bylaws, Robert's Rules of Order, and the *Canada Not-for-profit Corporations Act*. The specific responsibilities and duties of the Outreach 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 activity report via email to the board members three business days prior to each board meeting;
- prepares a yearly report on Marketing for the Annual General Meeting;
- performs such other related duties as may be prescribed by the Board;
- assists the incoming Marketing Director to become familiar with the policies and procedures of the position, upon completion of the assigned term;

Develops an annual marketing plan for the recruitment of new BIFHSGO members

- takes the lead in preparing an annual marketing plan to promote the society and its activities and to recruit new members;
- obtains board approval on the proposed plan at the September meeting;
- establishes an annual marketing budget and provides it and any updated information to the Treasurer;

Develops and updates materials appropriate for marketing BIFHSGO, as well as providing guidelines and support for other members' marketing activities or events;

- works closely with the Programs and Education directors and Special Events Coordinator to coordinate and market BIFHSGO membership meetings or special events;
- orders and coordinates the distribution of any BIFHSGO print material;
- Maintains display and general information materials, including the BIFHSGO booth.

Arranges for and participates in BIFHSGO promotional events, public announcements on print/electronic/social media, and paid advertisements

- maintains awareness of opportunities to build interest and support for BIFHSGO through publicity and participation in special events;
- promotes monthly meetings, special interest group meetings and special events through print media, social media, mail-outs, email, online event calendars, radio and TV;
- maintains contact with the representatives of local and regional newspapers, radio stations, libraries, historical societies, family history societies, and other organizations catering to persons potentially interested in BIFHSGO membership and activities;
- arranges for BIFHSGO involvement in, and participates in, family history/history-focused special events such as the City of Ottawa's Heritage Day and the Family History Center's annual Voices From the Dust event at the LDS Church;
- determines the duties of the Social Media Coordinator, and supervises his/her work;
- liaises with the Social Media Coordinator to ensure a coordinated approach to marketing activity.

Time Required:

Each board meeting, 2–2.5 hours; each membership meeting, 2.5 hours; planning duties, 10–15 hours/month, but considerably more during the planning and execution of special events.

Knowledge and Abilities Required:

Some experience with marketing and public relations, including trade show booths; creative writing skills; excellent knowledge of BIFHSGO activities and membership benefits, in order to represent the society at general public events and family history conferences.

In-service Training Provided:

Board member training through Volunteer Ottawa; access to previous marketing directors and other board members.

Support Provided:

Volunteer Liaison