

CPCNA Role Description: Director of Communications

Position type: Volunteer Board Position

Term: 2-year term which may be renewed for a second two-year term for a total of four consecutive years.

Purpose:

The Director of Communications serves and is accountable to the board of directors of the Association. The Director of Communications will take a leadership role in ensuring timely and consistent communication among the CPCNA Board, CPCNA members and potential members, CPCNA stakeholders and partners and the public through various channels including social media.

She/He/They takes the lead in the development and implementation of the CPCNA's communication strategy and directly manages activities that promote enhance and protect the organizations brand reputation. As a key ambassador for the CPCNA, the Director of Communications will build and nurture a brand appropriate social media presence, regular communication initiatives for CPCNA members and promote the work of the CPCNA with strategic partners and collaborators.

Authority:

The Director of Communications has no formal authority to direct the board or the affairs of the Association, unless otherwise authorized. Like other board members, the Director of Communications is entitled to make motions and vote on matters before the Association.

The Director of Communications may not, on behalf of the Association enter into contracts without the knowledge and approval of the board and/or the Executive Committee of the board.

Time Commitment:

10 hours per month including preparing for and attending monthly board meetings.

Primary Duties:

- Maintain current and lead the development of new communications strategies, plans and protocols to advance CPCNA's brand identity; enhance the profile and reputation of the CPCNA and increase the visibility of CPCNA's priorities across key stakeholder audiences.
- Develop an annual communications plan in collaboration with the CPCNA Board
- May chair/co-chair a communications committee with CPCNA members
- Collaborate with all CPCNA Board members and committees to effectively communicate the activities and achievements of the CPCNA
- Develop and manage CPCNA social media platforms
- Identify challenges and emerging issues faced by the organization. Work with the Board to recognize communications opportunities and solutions
- Submit a report highlighting the Communications achievements for inclusion in the CPCNA Annual Report
- Other duties as determined by the CPCNA Board

Qualifications:

The Director of Communications must have, in addition to the qualifications stated in the CPCNA bylaws:

- Current membership in the CPCNA as a full member in good standing
- A commitment to, and a clear understanding of the mission of the organization
- Sufficient time to devote to her/his/their primary duties

Removal of Director of Communications:

The Members may, by Ordinary Resolution, passed at a meeting of Members, remove any Director from office before the expiration of the Director's term and may elect a qualified individual to fill the resulting vacancy for the remainder of the term of the Director so removed, failing which such vacancy may be filled by the Board.

To whom does the policy apply:

Though specific to the Director of Communications role, understanding of the policy applies to all directors.

Responsibilities:

The Board is responsible for the implementation and review of this role description