



Canada

## **Board of Directors: Job Description**

**POSITION TITLE: Director of Communications**

### **WHAT ARE THIS ROLE'S KEY RESPONSIBILITIES?**

The Director of Communications is responsible for planning and implementation of all Apra Canada communication strategies.

Specific accountabilities:

- Provide updated content for Apra Canada website (i.e. job postings, general content).
- Work with Apra Canada webmaster to make any decisions related to the maintenance of the Apra Canada website.
- Manage Apra Canada email campaigns.
- Oversee content curation and editing of *The Scoop* with volunteer editors.
- Tweet on behalf of Apra Canada.
- Manage, moderate and initiate discussions on Apra Canada LinkedIn account.
- Manage and moderate Canada Prospect L list.
- Ensure all Apra Canada communications are in compliance with Apra Canada ethical standards and Canadian Anti-Spam Legislation.
- Create and implement Apra Canada membership survey.
- Work other Directors and Committees to create communication strategies for Apra Canada initiatives (i.e. webinars, bi-annual conference).
- Retain and archive permanent records associated with this position.

### **DOES THIS POSITION INTERACT WITH ANY INTERNAL OR EXTERNAL STAKEHOLDERS? PLEASE IDENTIFY/EXPLAIN.**

Yes. Interactions may occur with members, sponsors, vendors and financial institutions as part of the regular processing of payments and expenses.

### **DOES THE WORKLOAD FOR THIS POSITION VARY DEPENDING ON TIME OF YEAR, OR IS IT CONSISTENT?**

Workload is fairly consistent, except right before webinars or leading up the conference, when it is substantially busier.

### **DOES THIS POSITION REQUIRE ANY SPECIAL SKILLS OR KNOWLEDGE TO BE MOST EFFECTIVE?**

- Project management skills and good organizational abilities.
- Strong writing skills.

- Ability to motivate volunteers.