



Board of Directors – Job Description

Position Title: Directory of Advocacy & Engagement

Roles & Responsibilities

- Act as an advocate for Apra Canada and the prospect development community to external partners with the aim of increasing awareness of our mission and profession.
- Liaise with key professional associations across Canada (AFP, CAGP, AHP, CASE, CCAE, data analytics groups, etc.) to find opportunities to collaborate on events, professional development opportunities, and publications.
- Maintain a roster of contact information for key individuals and groups. Identify industry leaders who are strong candidates for speaking at, or writing for, Apra Canada.
- Evaluate opportunities and document decision-making to inform future partnership opportunities.
- Identify unique opportunities for collaboration with partners, including relevant Apra Canada directors as needed.
- Engage with the Apra Canada membership (e.g. via survey) to understand and gather specific ideas regarding external engagement.

Key Internal Collaboration

- Work closely with the Director of Professional Development and the Director of Communications
- Collaborate with Director of Membership on the Apra Canada survey

Key External Collaboration

- Build and maintain a list of contacts for other professional associations and actively engage with the organizations to access professional development, job opportunities, and networking

Apra Canada Conference support

- Liaise with key professional associations across Canada to find opportunities for speakers

Workload

- The workload for this position is steady with a possible increase around events and the APRA Canada Conference

Skills

- Be an active member of APRA Canada
- Excellent verbal and written communication skills