



Board of Directors – Job Description

Position Title: **Director of Communications**

Roles & Responsibilities

The Director of Communications is responsible for planning and implementation of all Apra Canada communication strategies, working in collaboration with the Director, Digital Content and Webmaster.

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
 - Work with Webmaster/Peaceworks on creating and curating a rich library of content available to members
- Manage Apra Canada email campaigns
 - Ensure all Apra Canada communications are in compliance with Apra Canada ethical standards and Canadian Anti-Spam Legislation.
 - Collaborate with the Director of Membership on the Apra Canada membership survey, and communicate results internally/externally
- Oversee content curation and editing of *The Scoop* with volunteer editors
 - Coordinate content sharing with other internal and external partners
- Ensure that content is reflective of Apra Canada's membership, with special attention to developing resources in French, specific regions of Canada, and in support of a broad variety of organization type
- Retain and archive permanent records associated with this position

Key Internal Collaboration

- Communications committee (Webmaster, Director Digital Content)
 - Plan, coordinate, and execute communications schedule
 - Create & curate library of content for membership available on website
- Director, Membership
 - Collaborate on the creation and distribution of membership survey
- Director, External
 - Coordinate content sharing with external partners
- Director, Professional Development
 - Ensure that professional development opportunities are communicated in a timely fashion and that associated documentation is available to membership as needed



Key External Collaboration

In collaboration with Director, External Relationship, provide, promote, and facilitate content sharing with external partners.

Apra Canada Conference support

In collaboration with Director, Conference and the Communications committee, ensure that communications and marketing for the Apra Canada conference are updated across platforms in a timely fashion.

Workload

Workload remains consistent through the year of approximately 1-2 hours per week, with increased work around professional development events, particularly the conference.

Skills

- Project management skills and good organizational abilities.
- Strong writing skills.
- Ability to motivate volunteers.