

Communications Committee Chair

Purpose (General nature of position)

The communications committee chair will develop and implement the communications strategies for the Society and ensure they are aligned with the Society's strategic plan and mission statement. They will identify key messages, oversee the development of appropriate materials to support the message and **coordinate** distribution to identified key **audiences**.

Duties and Responsibilities

- Develop, implement and evaluate the annual communications **plan of the Society**
- Developing strategic priorities, plans and proposals for internal and external communications
- Assisting in the development of marketing products and **reviewing** these strategies and products as they pertain to the overall communications strategy
- Providing advice on the evaluation of communications and marketing initiatives at all levels within the organization
- Develop**ing** clear communication strategies to foster the objectives of the strategic plan
- Other duties as directed by the president
- Member of the executive committee and chairs the communications committee

Qualifications

- Previous communications experience preferred **as such experience will be an asset**
- Work experience with press release language, procedure and protocol
- Strong working knowledge of various media including print, digital and web-design
- Well organized and able to multitask
- Ability to work under pressure and to timelines (flexible & self-directed)
- Excellent verbal and written communication skills

Working Conditions and Time Commitment

- Members of the Executive Committee will be required to attend six to eight Executive Committee Meetings per year (most done by conference call **or zoom call**); **at all** board meetings, the Society's Annual General meeting, and appropriate committee meetings. Executive Committee members are also expected to attend the annual 55+ BC Games.
- Frequent communication with board members and members at large, staff, sponsors, government and media as required
- Works internally with the Executive Director **or Designate/President**, Event Managers, administrative staff, zone directors, zone chairs
- Elected for two-year term on odd years at the Society's AGM.

Chain of Command

- The Communications Committee Chair will report to the President.

Created November 2017

Updated December 2018

Updated March 2022



TERMS OF REFERENCE

COMMITTEE - COMMUNICATIONS

COMMITTEE NAME	COMMUNICATIONS COMMITTEE
MANDATE	The mandate of the Communications Committee is to develop and oversee internal and external communications for the Society and zones by identifying key messages, developing informational material to support the messages and coordinating distribution to identified key audiences.
FUNCTION	Decision making committee – Robert's Rules
TYPE	Standing Committee
MEMBERS	<ul style="list-style-type: none"> • Chair is elected by voting delegates at AGM in odd years for two year term • Members are appointed annually in November by the President • Members must be currently serving Zone Directors • Minimum of 2 members to a maximum of 4 members, excluding the Chair • Chair – Marketing/Sponsorship Committee is a mandatory member • President, by virtue of the office, is an ex-officio member
QUALIFICATIONS	For qualifications, knowledge, skills and abilities required for members of this committee, refer to the following position descriptions: <ul style="list-style-type: none"> • Chair – Communications Committee • Communications Committee Member
MEETINGS	<ul style="list-style-type: none"> • Schedule set by Chair • Held via teleconference, video conference or telephone • Agenda and pre-meeting documents distributed in advance • Minutes recorded and distributed within a week • Staff and guests may be present but do not have voting rights
DELIVERABLES	<ul style="list-style-type: none"> • Communications plan, including social media & key messages • Communications timetable/calendar • Newsletters • Information toolkit for Zones, partners and sponsors • Posters and brochures • Media releases • Website information • Annual report to the Board of Directors
STAFF SUPPORT	<ul style="list-style-type: none"> • Distribute agendas and record accurate minutes • Provide administrative assistance in setting up and conducting meetings • Maintain current committee member contact list • Maintain availability of all committee documents and distribute when required • Update document/deliverables as per committee and board decisions • Liaise with the Chair and notify members of outstanding action items and committee responsibilities
APPROVED:	March 2021 – President & Chair
REVIEWED:	March 2021 – Executive Committee