

COMMUNICATIONS DIRECTOR

Role:

To promote the College through various communication and marketing strategies and address any communication needs and or concerns.

Term:

2 year term elected on even years.

Responsibilities:

- Attend all meetings of the Council.
- Chair the Communications Committee.
- Reviews adjust and coordinate implementation of the Communication and Marketing Plan for each fiscal year.
- Coordinate with office staff the dissemination of College information to the membership, related organizations, public and media.
- Coordinates with the Registrar the publication of the College newsletter.
- Ensures the College web site is maintained and revised as required.
- Ensures all College events are photographed.
- Provide submissions for the College newsletter promoting College information and communications.
- Write 1 annual article for the College's annual report.
- Provide written council member report summarizing activity updates 1 week prior to council meetings.
- Mentorship of new Director for 6 months after tenure.

Skills Sought:

Individuals nominated for this role should possess the following skills and qualifications.

- All elected members of the Council must possess current RPFT designation in good standing.
- Ability to coordinate, manage and be a part of a committee.
- Ability to oversee projects and delegate tasks.
- Interest and knowledge in current events and issues within the profession.
- Marketing, public relations and research skills an asset.
- Experience with events planning and publications an asset.
- Knowledge of social media platforms an asset.

Skills Developed:

Individuals fulfilling this role can expect to develop numerous skills and qualifications including, but not limited to:

- Strategic thinking and network building.
- Knowledge of information dissemination techniques and platforms.
- Marketing, public relations and research skills.
- Events planning (as a team) and involvement in publications.
- Legislative knowledge, volunteer management and professional involvement.

- Board experience and expanded professional network.

Annual Time Commitments:

- Council Meetings 10.0 days
- Annual General Meeting 2.0 days
- Committee involvement 8.0 days