



Communications Director

Accountability

Board of Directors
General Membership

Term

A 2-year term, elected in even-numbered years (2014, 2016, 2018, etc.)

Mandate

- Coordinate SCCL's communications to membership, the neighbourhood, any external organizations and businesses as required, and the public.
- Work with the board to ensure clear and consistent messaging and voice on topics of interest, issues of the day, programming, and other communications
- Oversee any regular newsletters, emails, blog posts, social media, and other communications to ensure consistent messaging, tone, and information
- Work with the President to ensure an informed SCCL representative is available for any needed media or public relations, interviews, and other events where speaking on behalf of the board is required
- Protect the integrity of the SCCL by ensuring the following:
 - That it is operated on a consensus basis within a democratic format
 - That the Board and membership adhere to the Bylaws, Code of Conduct, Mission & Goal Statement, and the EFCL Code of Ethics
 - That SCCL activities are guided by current policies and procedures

General Duties

As a Board Member, the Communications Director must do the following:

- Develop, monitor, and review all Board policies and procedures.
- Ensure the Board's conduct and performance is in compliance with the bylaws and policy.
- Assist in developing and maintaining positive relations among the Board, committees, and community to enhance the SCCL's mission.

- Participate in establishing policy and other recommendations received from the Board, its standing committees, and staff.
- Participate in the development of the SCCL's organizational plan, annual review, and budget.
- Prepare and present report(s) at Board Meetings.
- Exercise voting privilege.
- Provide orientation and continuity for new Board Members.

Meetings

- Prepare for regular monthly board meetings by reading over materials prior to the meeting.
- Chair meetings of the Communications Committee, including preparing agendas
- Prepare annual report to be presented to membership at the AGM.

Board Development

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Representation on Board and Committees

- Serve as chair of Communications Committee.
- As Chair of the Committee, consult, accommodate and work with SCCL committees and board members to craft, create, and promote board and league information and communications through all relevant channels (newsletter, website, media interviews, etc.) to ensure professional and consistent SCCL messaging, tone, and information
- Aid in recruitment and selection of Communications committee members, including members who may edit newsletters, blog posts, or social media.
- May sit as member of any other committee of the board.

Volunteer Recognition

- Submit list of volunteers to be recognized at regular volunteer appreciation events.

Relationship Building

- Encourage Executive Board and membership to participate in meetings and SCCL activities, including social activities.

Requirements

- Ability to attend regular board meetings (September-June)
- Time commitment is approximately 12 hours per month to attend and prepare for board meetings, and regular committee meetings and duties.

- More time may be required for specific communications campaigns or to oversee SCCL's multiple channels of information.

Communications Committee Terms of Reference

Role

The Communications Committee is a Standing Committee responsible for sharing league information to those with a SCCL membership and the wider community.

Responsibilities

The Communications Committee will:

- Draft and update a communications plan, policies and strategies for the SCCL board and league, and ensure the board follows and uses agreed upon protocols and publications
- Accommodate Committees and board members with communications plans for ad-hoc projects and activities.
- Write, edit, publish and seek content for all league-related publications and information sources, including but not limited to a printed newsletter, electronic newsletters, website posts and uploads, social media, mailouts
- Organize and oversee publication and distribution of all league information, news, and content to be shared to ensure professional and consistent SCCL messaging, tone, and information
- Ensure the board President and any other contributor(s) or spokesperson(s) is informed on their role and responsibilities as it comes to publicly sharing information through the press and/or any SCCL defined platform
- Act as a public representative of the board and league where the President or most relevant director or committee member is unavailable

Membership and Voting

The Communications Committee shall include 3-5 regular members. The chair of the committee is a member of the SCCL board of directors.

The President is an ex-officio member of the Communications Committee.

Voting will be by a show of hands, with the chair also casting a vote.

Frequency of Meetings and Quorum

The Communications Committee will meet at least four (4) times per year preferably in persons or otherwise through telephone or other medium, with other meetings called as necessary by the chair.

Quorum of a meeting is at least three (3) members of the Committee.

Resources

The Communications Committee can rely on the Edmonton Federation of Community Leagues (EFCL) for communications feedback and templates. The

committee should recruit members with relevant communications and publishing experience to draw upon their skills and those of related industries.

Reporting

The Communications Committee reports to the SCCL's board of directors. The committee will also file an annual report to the membership, to be tabled at the Annual General Meeting (AGM).

Date of Last Review – March 2017