

## Hidden Valley Community Association

<b>Communications Director Position Description</b>	<b>Date Drafted</b> <u>May 27, 2013</u> <b>Date Approved</b> <u>September 20, 2013</u> <b>Date Revised</b> _____
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The role of Communications Director is responsible for the continuous and effective communication with the community association, and outside the community including all Social Media such as but not limited to: Website, Email, Newsletter, Facebook and Twitter.

### **Specific Responsibilities of Communications Director**

In addition to the general duties and responsibilities of all Directors, the Communications Director has these additional duties:

- Chairs the Communications committee, maintain records of minutes for the Secretary and provide information to the Board on committee business
- Ensures that all communication programs are working effectively (i.e. Website, Email, Newsletter, Facebook and Twitter)
- Manages the community association Website; establish policy for management, operation and content (obvious errors, factual, politically correct, asset based)
- Control the backend components of the website including: general site characteristics, visual layout, general content, browser support, navigation, search, navigation ads, site optimization and form usage
- Manages other Social Media and communication tools, including Facebook and Twitter
- Manages and distributes email blasts to Membership; ensuring information is sent out in a timely, consistent matter as it relates to our Calendar of Activities and Year at a Glance
- Work with various media which will carry our community news (i.e. Calgary Herald 'Neighborhood', School Newsletters)
- Manages appropriate articles for the community association; establish policy for event promotion
- Works closely with Board of Directors to promote Programs, Events and other initiatives; help develop Articles, Notice of Events, acknowledging Sponsorship with community businesses using all means of outward communication
- Request articles from Board of Directors and other community resources including: MLA representatives, Ward 3 and Ward 4 Councillors, Calgary Police Department etc.
- Provide orientation and training to new and existing Board of Directors on an ongoing, as needed basis; in particular website orientation, gmail and google drive document uploading
- Manages the distribution of our community newsletter articles to Great News Publishing; provide leadership by establishing policy on content, reviewing newsletter submissions for acceptable writing style and subject matter
- Collect or take pictures, artwork that relates to any article
- Determine picture waiver procedures and write a policy of picture taking and displaying
- Respond to Board of Directors or general membership and resident inquiries
- Establish a Communication budget with advice from the Treasurer
- Report on all aspects of Communication Initiatives at the Annual General Meeting

### **Authority and Accountability**

- The Communications Director is elected by and accountable to the members of the Hidden Valley Community Association
- The Communications Director serves as a Committee Director

**Term**

- The Communications Director is elected for a one (1) year term, renewable for two (2) terms maximum, at the Annual General Meeting