



**Board of Directors Member Outline
COMMUNICATIONS DIRECTOR**

Version 2.0 - September 10, 2014

Key Responsibilities

1. Together with the Board of Directors, assist in establishing an annual plan for the Society at the start of your Term.
2. Attend regular Board meetings.
3. Act as the main receiver of incoming correspondence to the Society and disseminate or respond in a timely manner. Report to the President, and the Board of Directors, any incoming correspondence on a regular basis.
4. Generate information for public consumption at the discretion of the Board of Directors. This may include drafting media releases, event promotion material, etc...
5. Establish and maintain a list of external information dissemination outlets (social media, web sites, press, radio, community listings, etc...) where information regarding Society special events can be easily and quickly shared with the general public to gain exposure.
6. Manage and distribute a regular electronic newsletter for followers.
7. Update and manage Society social media accounts.
8. Volunteer to participate in Society Committees as required, and assist in acting as a liaison from committees to the Board of Directors.