

Communications Director

Responsibilities: The Communications Director's primary responsibilities are: (a) Newsletters: design/write and arrange for printing and mailing; (b) Website: design, write and maintain; (c) Correspondence: email replies and postal communications; and (d) Fundraising letters: write, merge with membership list, and arrange for printing and mailing.

Qualifications: Ideally, the Communications Director would have some professional experience in communications or public relations. But, those are not mandatory qualifications. The director filling this position must be able to plan, organize and manage the activities described above, write clearly in English, work to deadlines, confidently use software tools such as MS Word (including mail merge and label printing) and Front Page (for websites) and work well with others, including contractors.

Time Commitment: Three to four newsletters per year require up to 20 hours each to create publishable copy plus another 3 to 4 hours for production (printing plus stuffing, labeling, stamping and sealing envelopes). The newsletter work often has to be performed in just a few days (7 to 10); so the workload can be quite intense at those times. Some writing help is available from other Board members – including “columns” by the President and M.P. or Candidate -- but the Communications Director must be the prime mover and editor.

The website has to be updated several times per year to provide members with timely information about the Association’s activities and contact information. For example, each newsletter must be posted to the website as soon as it is available. Similarly, notice of any upcoming general membership meetings or other events must be posted as early as possible.

Managing email and mail communications should require no more than about one hour per week. The Association’s email inbox should be checked daily. Incoming messages should be replied to or sent to other Board members or the M.P. for action. The Association’s postal box should be checked every couple of days – more often when member replies are expected.