



TERMS OF REFERENCE COMMUNICATIONS CHAIR

Creation Date: October 12, 2022

Purpose/Role:

The Communications Chair's role is to lead, coordinate and enhance all aspects of AFP Ottawa's outreach to members and the broader community. Working directly with AFP Ottawa's Communications Consultant, the Chair will serve as the essential conduit of information and ideas between the AFP Board of Directors and the Communications Consultant.

Responsibilities:

- To serve as the primary conduit of information between the AFP Board of Directors and the Communications Consultant, ensuring timely and clear information is given to the public;
- To create a Communications Calendar, which is shared and made public for all AFP Board Members
- To liaise and collaborate with the AFP Canada Communications Committee and AFP Media Spokespeople
- To promote AFP Ottawa's activities, events, messaging and news to the membership and the wider community;
- To ensure the monthly AFP Ottawa newsletter is released in a timely manner;
- To help coordinate coverage in the AFP Ottawa monthly newspaper and ensure it is completed to a high standard;
- To help coordinate social media posts via the Communications Consultant
- To ensure social media posts are posted in a timely and professional manner;
- To monitor the AFP Ottawa website and send any updates on its content to the website designer and Communications Consultant;
- To provide feedback and ideas for AFP Ottawa's communications strategy, in collaboration with AFP Ottawa's Board and the Communications Consultant

Membership:

- The AFP Ottawa Chapter Communications Chair is a member of the AFP Ottawa Chapter;
- The AFP Ottawa Chapter Communications Chair is a member of the Board of Directors;

Accountability:

- Manage the Communications needs of the AFP Ottawa Board and relays those needs to the Communications Consultant
- Manages and oversees the Communications Committee:
 - o Length of volunteer terms on the Communications Committee are determined by the Communications Chair

Meeting schedule and Time Commitment:

- The AFP Ottawa Chapter Communications Chair is expected to attend:
 - o Monthly Board of Directors meetings;
 - o The Annual General Meeting (typically scheduled in May of each year);
 - o The AFP Board Orientation Meeting, (typically scheduled in June of each year)

Policies:

Reference AFP Ottawa Chapter by-laws

Evaluation:

The terms of reference shall be reviewed annually from the date of approval. They may be altered to meet the current needs of all committee members, by agreement of the majority.