

Sherwood Park Fish & Game Association

Communications Director

Primary Role:

The primary function of the SPFGA Communications Director is to facilitate the two-way flow of information between the Association membership and the Association Board. This communication takes several forms: management of the Association website, producing the quarterly newsletter, upkeep of our social media channels, and overseeing communications with members. The focus must not only be on 'transmitting' but also on 'receiving', with a focus on 'listening' as much as on 'hearing'.

This person should be a motivated self-starter who is capable of new programs innovation and is eager to engage the membership in programs and events.

Requirements:

- Be a member of the SPFGA in good standing.
- Regularly attend SPFGA Board meetings in accordance with bylaw requirements, as well as attending General meetings, and Special meetings when called.
- Be knowledgeable in the use of modern, distributed collaboration tools such as (but not limited to): E-mail, Slack, MS Teams, Microsoft Office, Dropbox/OneDrive, Google Office products such as Docs, Sheets, etc.

Permanently Assigned Responsibilities:

- Management of the Association's website
- Administration of the Association's social media channels
- Producing the Association's quarterly newsletter
- Authoring email broadcasts
- Communications with Association members
- Management of the Board's email system
- Organizing the annual library book donation
- Serve on the Member Disciplinary Committee as circumstances require.
- Supporting other Board members with club-focused activities such as the Black Powder shoot, Family Fun Day, etc.

Tasks:

This list is representative and not intended to be exclusive.

Website Management:

- Creation and maintenance of website content
- Updating of Current Events, Gallery, Awards and Projects pages
- Maintenance & updating of website themes & plugins

Social Media Administration:

- Updating members regarding club events & activities
- Maintenance of the SPFGA Facebook main page, Twitter account & Instagram page
- Creation and sharing of appropriate posts of interest
- Moderation and administration of The Ketchamoot Discourse, the SPFGA Facebook discussion group

Newsletter:

- Create and produce the Association's quarterly newsletter
- Provide the editorial thrust for the newsletter
- Solicit content from Board Directors or Association membership
- Create content where necessary

Email Authoring / Member Communication:

- Create regular email updates to the membership regarding club matters
- Provide safety & system email updates
- Responding to member inquiries and messages through email
- Responding to member inquiries and messages through social media channels

Board Email System:

- Ensure the setup and operation of the board email system
- Provide the inbox setup for new board members
- Provide password resets and inbox space allocation as required
- Set up and manage email address forwarding as required
- Maintain the board@spfga.ca and officers@spfga.ca groups with changes of Board membership

Library Book Donation:

- On an annual basis in the Fall, arrange the donation of \$500 to the Strathcona County Library and Tofield Library for the addition of books to their Youth and Adult non-fiction collections
- Select suggested book titles appropriate to Association interests (archery, angling, shooting sports, conservation, hunting, game processing, etc.) for this donation

General:

- Submit estimated financial requirements for the annual budget.
- Monitor and respond to inquiries on the communications@spfga.ca email account in a timely manner.
- Stay regularly informed on Association matters through participation in discussions by email or on the SPFGA Slack group.
- Doing the necessary pre-reading and pre-work required to come prepared to Board meetings.
- Create content where necessary for publication for publication in the newsletter, email updates, and social media.

- Volunteering at SPFGA events and activities.