

Sherwood Park Fish and Game Association

Communications Director Job Description

Communications Director

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.

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

This list is not inclusive:

- Meet the eligibility requirements set out in [Bylaw 4.1.3](#).
- 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,
 - Microsoft Office
 - Online collaboration and meetings using Microsoft Teams

Qualifications

The following list is not inclusive:

- Experience with written communication and authoring public communications.
- Familiarity with WordPress.
- Familiarity with social media such as Facebook, Instagram, and Twitter.
- Strong organizational and planning skills.
- The ability to innovate and adapt.
- Strong communication skills, both written and verbal.
- Experience in the area of governance, stewardship, and/or strategic planning.

Responsibilities

The following list is not inclusive:

- Contribute to the effectiveness of the Board and its members.
- Perform other responsibilities as assigned by the Board.
- Make a serious commitment to participate actively in Board and committee work.
- Stay regularly informed on Association matters by participation and discussions with Board members via virtual meetings, in person meetings, or online collaboration tools.

- Know and understand the Conservation Easement (CE) that exists between SPFGA and the Nature Conservancy of Canada (NCC).
- Prepare well for meetings, and review and comment on minutes and reports.
- Keep the Board informed of Association matters with reports at regular Board meetings.

Tasks and Duties

The following tasks and duties are assigned. These lists are not inclusive.

General

- 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
- Monitor and respond to emails on the assigned email address.
- Review the contents of The Ketchamoot Discourse Facebook discussion group for discussions or questions relative to their area. Respond to members and answer questions.
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Financial

- Prepare an annual budget for club communications and submit it for inclusion in the annual operating budget.
- Track and approve expenses related to club communications.