

## **CIM Maritime Branch Outline of Responsibilities**

### **Director of Communication**

The role of the Director of Communication is to provide leadership in developing strategies and services related to the maintenance of consistent messaging about the CIM Maritime Branch to the general public and the effective flow of accurate information to the individual members. The Director of Communication reports to the CIM Maritime Branch Board of Directors. The responsibilities of the Director of Communication include:

1. Attends all meetings of the Board of Directors and other meetings as required.
2. Consults with membership to determine desired services
3. Coordinates the development and maintenance of the Branch's web site.
4. Collaborates with the President and Director of Marketing to identify all possible channels of communication including social media and to develop effective strategies for their use.
5. Monitors the content on the Branch website to ensure the accuracy and currency of information.
6. Annually reviews communication documentation including policy and procedures.
7. Monitors all communications expenditures against budget and reports discrepancies or changes.
8. Responds to emails and other communications within 48 hours of receipt.
9. Prepares and submits an annual plan for the communications portfolio with cost estimates to the Board at least 30 days in advance of the AGM.
10. Develops and conducts membership surveys as directed by the Board.
11. Prepares and delivers reports to the Board as required.
12. Carries out special assignments from the Board and President as requested.
13. Reviews marketing materials with the Director of Marketing to ensure consistent messaging.
14. Cultivates and builds relationships with CIM membership, other directors and external organizations to create effective partnerships and efficiencies that benefit CIM.

### **Preferred Qualifications**

1. A minimum of one year's experience at the CIM branch board level.
2. Previous marketing and technology related experience an asset.
3. Strong influencing and negotiating skills to present alternatives, resolve conflicts and minimize high-risk situations and the ability to quickly establish credibility.
4. Superior time management and organizational skills to manage competing priorities and remain calm under pressure.
5. Excellent communication, presentation, interpersonal and relationship-building skills
6. Sincere commitment to work collaboratively with all constituent groups, including other board members (national and branch), and other supporters.