



GERONTOLOGICAL  
NURSING ASSOCIATION  
ONTARIO

## Communication Director

**Position Summary:** The Director of Communication serves the Board of Directors (BOD) in an advisory capacity and performs duties as required. The person collaborates with the BOD in making strategic decisions in best practices and operations in accordance with GNAO bylaws. The Director of Communication's role is to enhance communication and expand the profile of GNAO with our membership, the public, the association and stakeholders by coordinating communication activities for the GNAO.

**Term Commitment:** Two (2) year term, with possibility be elected for a second two year term.

### Estimated Time Requirements:

#### 1. Attending board meetings:

- a. face to face meetings ( 4-6 hours, two times per year plus travel time).
- b. virtual board meetings ( 2-3 hours, two times per year, plus travel time).
- c. Annual General Meeting (2 hours, once per year plus travel).

#### 2. Participating in Executive Team (ET) meetings:

- a. virtual ET meetings, (1-2 hours, three times per year, frequency based on need, as called by the President).

#### 3. Participating in BOD activities :

- a. participating in committee meetings, reviewing documents, developing documents as assigned (2-3 hours per month, frequency based on special projects and needs, as assigned by the President).

Total estimated time commitment: Seven (7) hours per month distributed across 10 months of the year, over two years.

## **Specific Responsibilities:**

### **1. Board Role**

- a) attends all BOD and ET meetings.
- b) is a voting member of the BOD and is familiar with Robert' Rules of Order.
- c) accepts responsibilities for BOD assignments as delegated by the President.
- d) fulfills the fiduciary, due diligence and other responsibilities of the ET of the BOD.
- e) submits regular reports to BOD meetings and to members through a formal report submitted at the AGM.
- f) offer support, feedback to the President for communication to stakeholders as requested.
- g) be an active participant, responding to issues raised.

### **2. Planning/ Implementation**

- a) participates in the development and implementation of short and long term goals and strategic planning for the organization.
- b) oversees, updates, and develops content for the GNAO website, Twitter, Facebook.
- c) provides ongoing communication with membership through email and RNAO.
- d) develops GNAO newsletter editions with input from the BOD and the membership.
- e) provides leadership for the development of promotional materials with input from the BOD and any employed consultant.
- f) provides guidance and leadership when developing various online, electronic and print communication products.

### **3. Leadership**

- a) provides mentorship to the Student/New Graduate Liaison member.
- b) advises and collaborates with BOD to develop and sustain communication opportunities to enhance engagement with GNAO members.

**Qualifications:** The Communications Director must be a member in good standing and sign the GNAO confidentiality/code of conduct agreement. Leadership, facilitation skills and proficiency in the use of a computer including word processor, email and internet applications are required in this role.