

National Association of Federal Retirees

Calgary and District Branch

Title: Branch Director - Communications

Role: As a member of the Branch Board, you will help assist in managing and supervising the affairs of the Branch.

Activities:

The Branch Director - Communications is responsible for the following:

- Actively participating in their assigned portfolio
- Preparing a written report on the portfolio's activities and providing this report to the Secretary for inclusion with the meeting agenda.
- Enables the board of directors to communicate with the branch membership by creating and posting authorized information on the branch page of the national website and by developing the content for mass emails for approval by the board and to coordinate the distribution of these emails by national office.
- Manages and updates branch social media channels, such as Facebook and Instagram
- Provides advisory and technical support for activities such as townhalls, podcasts
- Collects and submits branch information for publication in *Sage* magazine as per the established guidelines and deadlines.
- Participates in recruiting efforts as may be requested by the board.

General Expectations

- Respects and follows all Association By-laws, regulations, and directives, including the Code of Conduct and branch by-laws.
- Attending all Board meetings, assigned committee meetings and the Annual General Meeting
- Attending these meetings fully prepared in advance to facilitate the efficient running of the meetings
- Commitment to the work of the organization.
- Willingness to serve on committees.
- Support of special events.

Skills and Competencies

- Strong leadership, communication, and interpersonal skills
- Basic computer skills - a working knowledge of email, Word, and Excel, Zoom platform
- Ability to work independently or with a team
- Knowledge and skills in one or more areas of Board governance: policy, finance, programs, human resources, and advocacy