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## Position Description

**Title:** Communications Directors

**Term:** 2 years

**Method of Appointment:** Elected by Membership at Annual General Meeting

**Reporting Structure:** Reports to the President

**Time Commitment:** 3 hours per month

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### Our Association:

The Manitoba Library Association (MLA) is a provincial, voluntary, incorporated association with both personal and institutional members. As a registered charity, our Association has a strictly non-profit, educational orientation. Our Mission is to provide leadership in the promotion, development and support of library and information services in Manitoba for the benefit of MLA members, the library and information community and the citizens of Manitoba. Our Goals are:

- to promote public awareness of library services and library issues in Manitoba.
- to promote and foster ties among the individuals, organizations and institutions in the library community and information resource management sector in Manitoba and Canada.
- to provide educational opportunities in the library field throughout Manitoba.
- to advocate the development of comprehensive and accessible library and information services throughout Manitoba.
- to disseminate information, which supports the goals and objectives of the Association and the welfare of the library community, locally and nationally.
- to strive for the continued membership growth of the Association and in both rural and urban Manitoba.
- to ensure the Association's fiscal stability and accountability.

### Position Scope:

The Communications Director is responsible for managing the Association's communication platforms and communicating events, opportunities, activities, and items of interest to members. The Communications Director lends support to Board members in their communication out to members. The Communications Director leads and provides direction to the Communications Committee.

## **Benefits of the Position:**

- Opportunity to expand on and/or develop skills relevant to the profession in a safe and supportive environment
- Develop a rich and fulsome portfolio of experiences and strengthen your Resume or Curriculum Vitae
- Satisfaction of making a difference in the community
- Opportunity to connect with other, committed individuals in the profession and throughout Manitoba
- Ability to network with colleagues across Manitoba
- Increased understanding of group dynamics and relationships
- May have the opportunity to represent the Association at the national level, through The Partnership, which the Association is a member of

## **Required Skills:**

- A commitment to, and a clear understanding of, the mission and vision of the Association
- Strong organizational skills
- Excellent communication skills
- Ability to work effectively in a team environment as well as work independently
- A self-starter and willingness to learn
- Experience in a similar role or experience creating posts and posting to news and social media platforms

## **Desirable Skills:**

- One year of previous service on a Board
- Experience using MailChimp
- Experience managing and posting to Twitter, Facebook, Instagram, and LinkedIn

## **Duties:**

- Regularly attends scheduled meetings
- Orients incoming Director
- Maintains and organizes electronic documents and filing related to the position
- Works closely with the Director at Large - Website to ensure consistent messaging to members
- Creates and maintains a suitable schedule for posting news items of interest to member on the Associations communication platforms
- Monitors trends concerning communication platforms and communication best practices, recommending changes to the Board and implementing changes as needed
- Monitors Communications email and responds to incoming emails and correspondence
- Leads and oversees the Communications Committee, including recruiting new members, bringing issues forward to the President, negotiating and directing communications work with Committee members
- Oversees the Association's Annual Report, working with the Board, to collect and create content for each report.

## **Deliverables:**

1. Provide a brief written report of activities for the Annual Report
2. Provide a verbal or written monthly report at Board meetings, relaying statistics, trends, and information related to communications activities
3. Maintain Association communication platforms, monitoring and posting as appropriate
4. Designs and creates the Annual e-Report, working with Board members to solicit and obtain content

Creation Date: July 31, 2021; KM

Review Date: