Communications Director – Board Director (Voting Position)

Purpose

The Communications Director is a voting member of the NNAC Board of Directors and is responsible for supporting communication and engagement among NNAC member clubs and the Board. The primary responsibility of this role is producing and distributing *The LINK*, NNAC's national newsletter, which is published approximately 4 times per year, along with a post-AGM edition.

The Communications Director gathers and shares information from the Board of Directors, member clubs, and NNAC events to promote awareness, collaboration, and the exchange of ideas across the organization. The role also supports NNAC's online communications, including social media and member inquiries. Additional duties may be assigned by the Board from time to time.

Key Responsibilities

Newsletter Management (*The LINK*)

- Coordinate, compile, edit, and distribute approximately five editions of *The LINK* annually (Fall, Winter, Spring, Summer, and a special AGM edition).
- Solicit reports, announcements, and content from Board members and member clubs.
- Review club newsletters and identify information, ideas, and success stories of interest to the broader NNAC membership.
- Include Board reports, announcements, and organizational updates as appropriate.
- Incorporate photographs from club events, activities, and interest groups when provided and approved for publication.
- Ensure personal information is not published without the individual's consent.
- Prepare the final draft of each edition and circulate it to the Board for review and proofreading prior to distribution.
- Distribute approved editions electronically to member club Presidents, newsletter editors, communications contacts, and others identified by the Board.
- Maintain electronic archives of newsletter editions as appropriate.

Communications and Member Engagement

- Manage and update NNAC's Facebook page and respond to Messenger inquiries in a timely manner.
- Monitor communications received through NNAC's online platforms and direct inquiries to the appropriate Board member when necessary.
- Promote NNAC initiatives, events, and programs through approved communication channels.
- Support the sharing of information and best practices among member clubs.

Board Participation

- Attend Board of Directors meetings and Club Directors' Calls via Zoom.
- Provide reports and updates on communications activities as requested by the Board.
- Communicate updates to club contact information to the Registrar-Treasurer for inclusion in the membership database.
- Support special projects and other communications-related initiatives as needed.

Estimated Time Commitment

The Communications Director position generally requires **2 to 4 hours per month**, with additional time required during newsletter production periods. Time commitments may increase when preparing *The LINK*, managing social media activity, supporting major NNAC events, or coordinating special communications initiatives.