



Marketing & Communication Director

Summary: The Marketing & Communication Director serves as the coordinator of the organization's communication and marketing.

Guidelines

- Each Director has assigned responsibilities relevant to their discipline
- Directors are responsible for fulfilling the responsibilities
- The Administrator supports the Board of Directors as detailed below
- Directors are responsible for dedicating their time to their relevant action items and present their progress at monthly Board meetings and updates to the rest of the Board of Directors

Responsibilities

- Creating and managing the marketing timeline, including annual programing
- Assisting with event-planning and production meetings and discussions
- Prepare and send monthly newsletters for membership, at minimum
- Managing event concepts, design and events marketing
- Collaborating closely with the President, Vice President and Training & Development Director on preparing specific event & training marketing collateral
- Create and share digital marketing, social media posts and website development
- Liaise directly with external website manager to ensure website is up to date
- Approve & create branded content
- Responsible for presenting updates during monthly Board Meetings - if not present, responsible for pro-active communication of topics (at least 1 day before the Board Meeting) in writing
- Contribute towards the organization of annual Society events including but not limited to Annual Conference, Gala CAHRE Awards and AGM
- Manage Canva & Planoly memberships
- Schedule social media posts on Facebook, LinkedIn and Instagram
- Ensure all marketing collateral is within CISHRP branding guidelines
- Additional duties as assigned

Marketing & Communication Director dates: 19 November 2026 – November 2028

I, _____ confirm my agreement to undertake the above responsibilities and duties as listed.

Signature

Date