

## **Terms of Reference**

### **Public Relations & Social Media, Canadian Military Wives Choirs Association**

#### **Overall Role:**

1. To oversee and guide the Canadian Military Wives Choirs Association and its individual CMWC Choirs in their Public Relations and various Social Media channels.

#### **Responsibilities:**

1. Monitors Social Media posts and comments
2. Provides guidance and support on good advertising and brand strategy to the Association and individual choirs
3. Create original content to post on Association social media accounts
4. Creates media campaigns to promote events and holidays
5. Ensures the Association and all choirs operate in a legal, safe manner as per current entertainment and not for profit laws
6. Acts as the spokesperson for the CMWCA or delegates as appropriate
7. Assists choirs in event advertising management
8. Mentors all PR Members in the individual choirs
9. Holds voting rights as a member of the association's board of directors
10. Attends association board of directors' meetings
11. Reviews and approves of minutes of previous meetings at each regular meeting
12. Reviews and approves monthly financial statements at each regular meeting
13. Obtains a Criminal Record Check within 6 months of taking up the position

#### **Skills/Experience needed**

1. Willingness to devote the necessary time and effort
2. Strategic vision of the CMWC Choirs as a whole
3. Good, independent judgment
4. Ability to think creatively
5. Willingness to speak their mind
6. Understanding and acceptance of the legal duties, responsibilities and liabilities of trusteeship
7. Ability to work effectively as a member of a team
8. Capable with various social media platforms; facebook, instagram, twitter, youtube
9. Familiarity with Google suite; docs, G drive, gmail, sheets, etc