



The Madawaska Club of Go Home Bay 1898

POSITION DESCRIPTION FOR COMMUNICATIONS DIRECTOR

The board of directors (the “**Board**”) of The Madawaska Club of Go Home Bay (the “**Club**”) shall select one of the members of the Board to be appointed as Communications Director.

The duties and responsibilities of the Communications Director are generally as follows:

- Managing all aspects of the Board and Club’s membership communications.
- Managing the Club’s email webmaster@gohomebay.com and responding to community members who email or forwarding the email to the applicable Board member and coordinating a response.
- Overseeing the Club’s various communication platforms, including Facebook, Go Home Bay website and Mail Chimp and such other platforms and mediums that the Club may use from time to time.
- Maintaining and updating the Club website as appropriate.
- Distributing emails to the community on a weekly basis during the summer months, and as appropriate during the year.
- Monitoring the Club’s Facebook page (and any other social media accounts maintained from time to time by the Club) to ensure accuracy, admit members and send community updates.
- Disseminating information to the community in a timely manner.
- Engaging with community members involved in Club committees and supporting proposed member-led dissemination on Club platforms, if appropriate.
- Assisting the Activities and Athletics Directors, as appropriate, in organizing and disseminating event schedules and calendars.
- Reviewing and making recommendations to the Board on the Club’s communications strategies.
- Participating in Board meetings, contributing positively as a team member on Board business and working in cooperation with other Board members to support and enhance the initiatives of the Go Home community.
- Carrying such other duties as may be requested by the Board from time to time.

Dated: November 2021

Approved by: Board of Directors of the Club