



Marketing and Communications Committee Job Description

Please review the following job description and carefully consider whether the responsibilities, structure and time commitments are the right fit for you.

Title	Marketing and Communications Committee member (5 persons)
Description	<p>The Calgary Compact has an outstanding opportunity for 5 motivated communicators who want to make their mark in the city's marketing and sustainability scenes. We are recruiting 5 individuals for our marketing and communications committee.</p>
Responsibilities	<ul style="list-style-type: none"> • Planning and executing a strategy for the launch of the Compact's two new services: the Conscious Consumer Directory and the Compact web portal. • Creating and implementing a social media strategy • Website content development and updates • Newsletter design, story development, editing and formatting • Developing a new Calgary Compact brochure and event booth • Conducting media outreach
Qualifications	<ul style="list-style-type: none"> • Excellent writing and organizational skills. • Creative and enthusiastic. • Ability to work well in groups, as well as on their own • Expertise in one or more of the following areas: written communications, editing, marketing, event management, media relations, social media, web development or graphic design. • Knowledge and/or interest in corporate social responsibility and sustainability is preferred. • Reliable daily Internet access and familiarity with standard email technology.
Time commitment	<p>The Committee will meet in person on a monthly basis and members can expect a minimum of eight hours of individual work per month. The first Committee meeting will be held on the first week of August on a weekday evening.</p>
Benefits	<ul style="list-style-type: none"> • The Compact's virtual structure ensures a flexible work schedule and work place; writing time can be adapted to the needs of your busy schedule. • Participating in ongoing skill-building opportunities offered by the Compact. • Enables you to champion and support aspects of sustainability and corporate social responsibility that are most interesting to you and other volunteers. • Empower you to influence Calgarians and advance the sustainability cause. • Gives you access to regular, optional learning and networking events offered by the Compact.

Challenges	The Compact's virtual structure can reduce the amount of face-to-face interaction associated with this role. This is somewhat mitigated by social and learning events, which are hosted regularly by the Compact; however, volunteers should still be prepared to manage their own time and respect the deadline-oriented nature of the role.
Training and orientation	Volunteers can start immediately but would be asked to undertake a minimum two-hour orientation within seven weeks of their start date. Ongoing training and skill building opportunities will be provided.
Boundaries	All volunteers must review, sign and comply with the Volunteer Code of Conduct. Newsletters can not be distributed without prior approval from a Director of the Compact.
Supervision	Board oversight and day-to-day contact: Lisa Litz (lisa@calgarycompact.ca) Note: It is expected that a member of the Marketing and Communications Committee will be designated as committee chair in the first month or so of operation. The chair will coordinate the activities of the committee and liaise with the Board of Directors.
Evaluation	TBD (Group will establish key performance indicators in initial meetings)
Screening	Candidates will be selected based on their specific expertise and contribution to the committee. Specific questions may be asked subsequently.

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