



The Edmonton Neighbourhood Watch Program Society

COMMUNICATIONS DIRECTOR VOLUNTEER Position Description

POSITION SUMMARY

The **Board Member** is primarily responsible to provide support to all members of the Board in connection to their roles as Directors.

Position Type

- Volunteer Position for not-for-profit organization
- 2-Year Term

Reporting Structure

The Board Member is accountable to the Board of Directors under its directions.

Authority

Board Members work both individually and collectively in managing The Edmonton Neighbourhood Watch Program Society's affairs through the Business Plan and Strategy Plan in conjunction with its policy and budget. The Board Member acts on the Board's behalf in accordance only with Board's motions and policy guidelines and only as requested and in accordance with Board's resolutions with respect to representation of the organization. The Board is committed to excellence in governance and strategic processes, and to undertaking the unique role of a Board of Directors in a community-based not-for-profit organization. The Board structure therefore reflects the society's accountability to the community-at-large by demonstrating the society is a good stewardship.

As a heterogeneous board one composed of individuals with a variety of skills, perspectives, backgrounds and resources — promotes creativity and innovation, and yields differing voices that can play an important role in accomplishing the society's mission and vision, and increasing understanding of stakeholder and community needs. In building a strong and respected organization that is relevant to the sector, it is imperative that a knowledgeable, engaged and inspired Board of Directors be in place to effectively lead the organization.

Mission and Vision

The Vision of the Society is "Safer Communities by Working Together in Crime Prevention"

The Mission is to build safer communities through the provision of crime prevention information and the support of neighbourhood level programs that encourage awareness, education, inclusion and participation. Striving for a world where everyone feels safe in their communities.

Qualifications and Experience Requirements

- University degree in communications, public relations, journalism, English, political science, or a related field. A related Master's degree is preferred;
- Minimum three years' experience in the fields of communications, public relations, stakeholder relations, and media relations, including at least three years' experience in a communications management position. An equivalent combination of education and experience may be considered;
- Ability to edit and design website, social media and other digital platform content and record, edit and design internal and external video content;
- Exemplary written, oral communication and presentation skills
- **Experience in Grant Writing Proposal will be considered**
- An understanding of the effective functioning of a charitable/not-for-profit organization
- Familiarity with structure and process of board and/or committee meetings
- Experience in not-for-profit environment is preferred
- Integrity, loyalty, and discrete personality
- Strong organizational skills, communication skills, time management and ability to meet deadlines

- A member in Good Standing
- Must pass a Special Enhanced Police Information Check

Primary Duties and Responsibilities

- Knowledgeable of media relations, social media including websites updates
- Written communication and reporting writing experience
- Publications development such as magazines, newsletters, online publications
- Work on original content: blogs, videos, podcasts, etc.
- Monitor competitor platforms for ideas, responses, trends
- Provides strategic advice to the Board Members in the areas of communication, media response and general public representation of the organization
- Provides analysis of internal and external information, media scanning and other relevant data pertaining to the organization's communication and marketing objectives
- Promotes public awareness of the organization's mission, vision, values, charitable status, and programs and services
- Oversees the development and implementation of communication plans in accordance with strategic objectives and creates response strategies to complex media and public relations issues
- Creates and leads the development of organizational branding, messaging of marketing materials, websites, social media and advertising content
- Designs, organizes and directs the overall short and long-term strategic goals and objectives for the organization's stakeholder relations program
- Builds and maintains relationships with any stakeholder group, including government representatives, to facilitate opportunities to advocate and advance decisions that create a better environment for the organization
- Establish the lines of communication and relationships, both externally and internally, to fulfill ENW's organization objectives
- Communicates effectively with stakeholders on goals, plans and issues and seeks feedback and advice before acting

General Responsibilities as Board Members

- Be loyal to ENW, always exercising Board powers in the interest of ENW, and not for the interest of the individual Director or others
- Serves on an Executive Committee as assigned based on skill
- Provide candid, open and honest feedback and evaluation when appropriate
- Attend and participate in Board Meetings monthly
- Attend Annual General Meeting annually
- Keep Board informed (on a timely basis) of significant issues that need attention and approval
- Provide guidance and advice to Board on process issues such as establishing and interpreting terms of reference, decision-making and accountability
- General responsibilities and authority include the interpretation of the Bylaws, responsibility for the trusteeship of the wellbeing of the Society
- Able to show leadership and involve in decision making
- Responsibility in assisting with policy development, and ensuring the efficient and sustainable operation of the Society.
- Keep up to date with issues and trends that affect the organization
- Prepare actively for meetings by reading agendas, minutes, reports and other documentation required
- Contribute skills and knowledge by participating actively in meetings and committee work
- Understand and monitor the organization's financial affairs
- Avoid any potential conflicts of interest
- Understand and maintain confidentiality
- Ensure the organization is complying with all legal and regulatory requirements
- Be informed and understand about ENW's Mission and Vision, Strategic and Operating plans, policies, and programs.
- Ensure legal and ethical integrity, and maintain accountability and transparency to members, funders, donors, other constituents and the general public

- To advise, govern, oversee policy and direction, and assist with the leadership and general promotion of the Edmonton Neighbourhood Watch Program Society (“ENW”) so as to support the organization’s mission and needs
- All Board Members are responsible for the finances of ENW.
- Acts in good faith and to undertake due diligence in decision making.
- Participate in developing and approving the annual budget.
- Must attending the ENW Training
- Increase the economic vitality and image of the organization for the community served.
- Must participate in annual ENW Strategic Planning and Business Plan sessions.
- All Board Members shares the responsibility of financial oversight and accountability.
- Foster the development of a common vision providing a clear direction and priorities and clarifying roles and responsibilities. Articulates a clear and compelling image of what the organization need to exceed with its goals.

Establish, maintain and advance community relations

- Able to attend events on behalf of ENW representing the organization within the community
- Undertake activities within the Community that enhance the visibility of the organization
- Be alert to community concerns that can be addressed by ENW mission, objectives and programs
- Avoid involvement in all political campaigns in the name of ENW to personal benefits, unless directed by the Board to question or present an advocacy issue on behalf of the organization to a potential candidate
- Enhancement of the organization’s image
- Successfully carrying out the prime functions of the position description
- Development of strong working relationships with partners, stakeholders, community members, ambassador representatives and volunteers, government representatives, organizations and funding agencies

Terms

- Directors are elected for a two-year term. Option to extend upon direction of the Terms of Reference/Bylaws of the Board of Directors and based on performance and ratified at the Annual General Meeting of the Members

APPLICATION PROCESS:

Interested applicants must send a Cover Letter and Resume at enwsecretary@enwatch.ca **Deadline June 4, 2021**

We thank all applicants, however only candidates under consideration will be contacted for an interview

Website: enwatch.ca