



Experts who speak professionally

Board Position: Communications

Purpose of Role:

The primary purpose of this role is to develop and implement new channels of communications to reach new members and create awareness for CAPS Vancouver. Furthermore, this role also includes an effort to maintain existing channels to deliver CAPS Vancouver meeting notices and communications to members and prospects.

Major Activities:

- Inform the public and business community on a monthly basis through various media channels including Constant Contact, LinkedIn and other channels for meetings and events.
- Inform the local bureaus of our monthly meeting and invite them to attend.
- Liaise with the Special Projects Chair to promote special events through all of the above methods.
- Provide opportunities for members to show their successes or media coverage at the meetings- through email notification, announcements at monthly sessions and in our Media Portfolio.
- Liaise with the Program Chair to ensure info to promote the next meeting.
- Liaise with Past-President for broad e-mail management to the member base.

Desired Knowledge and Skills:

- National membership designation is required
- Excellent public relations skills
- Excellent communications skills
- Excellent marketing and PR skills
- Excellent writing skills
- Basic level of computer literacy including a working knowledge of Wordpress, Constant Contact and Word processing – this can be taught to a savvy computer techie easily.
- Strong attention to detail