



POLICY TO GUIDE THE COMMUNICATION AND PUBLIC RELATIONS COMMITTEE

Draft Date: March 5th 2013

Accountability: Sick Cell Disease Association of Canada
Responsibility: President/Executive Director

Approval date:

Revisions: September 11 2014
October 29th 2014
December 14th 2016

Current Revision: March 3rd 2017

Review: Annually/As necessary

Approver: Sick Cell Disease Association of Canada-Management

Overview:

In an effort to maximize the performance of the Association, the communication and public relations committee (CPC) must be chaired by an individual who have both generic attributes and specific skills to support the full scope of the responsibilities of the committee. The CPC is one of the most important committees of the SCDAC/AAFC and responsible for responsible for the planning, development and implementation of all of the association's communications, and public relations activities both external and internal

Generic Attributes:

- a. Honesty and integrity
- b. Commitment to and interest in Communication, Marketing and Public Relations
- c. Understanding of SCDAC's governance documents- By-law, Policies, Articles, Strategic Plan
- d. Timely execution of goals
- e. Effective leadership skills – successful recruitment engagement of members
- f. Efficient communication skills
- g. Timely reporting to the Executive Director.

Type of Committee/Reporting Relationship: Management Committee

The CPC is part of the management of the Association and reports, through its chair to the President/Executive Director of SCDAC/AAFC.



Goals

To create, implement and measure the success of:

- A comprehensive marketing, communication and public relations program that will enhance the association's image and position it within the general public as a service provider for individuals and families with SCD
- Facilitating effective internal and external communications

Membership

Chair to continue to recruit advocates and volunteers with strong communication, marketing and public relations skills from across the country

Chairperson

Current Chairperson- Pamela Ajayi

The Chairperson may be appointed by the President/Executive Director

Meetings: Committee must hold regular tele-conference (a minimum of four/year)

Responsibilities of the chair

- Oversees the smooth running of the committee
- Reports to the Executive Director and serves as a member of the senior management team
- Oversees the development and implementation of support materials and services for member organizations in the area of communications and public relations.
- Directs the efforts of the communications and public relations volunteers and coordinates at the strategic and tactical levels with the other functions of the association
- Responsible for delegating and providing guidelines to the committee members and ensuring that duties/task are performed with all diligence and accuracy
- Provides editorial assistant to the executive director
- This position participates with the board of directors, executive director and other management staff in charting the direction of the association, assuring its accountability to all stakeholders, and ensuring its effective operation
- Within the association, the chair has primary working relationships with the chair of the board, executive director, senior management team, members of the committee, volunteers and member organizations
- Externally, the chair coordinates primarily with the media
- Presents frequent or quarterly reports to the executive director



Principle Accountabilities of the Committee

- Ensure articulation of SCDAC's desired image and position, assure consistent communication of image and position throughout the association, and assure communication of image and position to all stakeholders, both internal and external.
- Responsible for editorial direction, design, production and distribution of all Association's publications.
- Ensures strong social media and online presence of the association
- Coordinate media interest in the association and ensure regular contact with target media and appropriate response to media requests.
- Act as the association's representative with the media.
- Coordinate the appearance of all SCDAC's print and electronic materials such as letterhead, use of logo, brochures, etc.
- Develop, coordinate and oversee programs, technical assistance and resource materials to assist SCDAC in the marketing, communications and positioning of its activities.
- Provide counsel to member organizations of SCDAC on communications and public relations

Vacant Position: Vacant positions may be filled by the chair of the committee

Confidentiality

All contacts that the chair may come across in the course of performing her duties within SCDAC must not be shared with a third party without the consent of the executive director and/or the chair of the board of directors

Amendments

The terms of reference shall be reviewed annually from the date of approval. It may be altered to meet the current needs of the committee members, by agreement of the President/ED and Management team of SCDAC/AAFC