



Atlantic Division CanoeKayak Canada Executive
Chair of External Relations & Media Position Description

Board of Directors Position Title: Chair of External Relations & Media

Term: Two Years (renewable for one additional term)

Position Description:

The Atlantic Division CanoeKayak Canada (ADCKC) Chair of External Relations and Media leads relationship development, marketing, public relations and communications strategy that raise awareness of the sport of CanoeKayak. The Chair of External Relations and Media oversees a Committee with an established Terms of Reference. All relationship development, marketing, public relations and communications initiatives must ensure that the ADCKC succeeds in meeting strategic outcomes, mission vision and are reflective of core values. The Chair of External Relations & Media is a voting position and is elected to this position by Member Clubs based on the Nominations process.

Position Staff Support:

Operations Manager, Director of Strategic Projects, Technical Director & Facilities Manager (summer months, Marketing and Communications Coordinator).

Accountability:

The Chair of External Relations and Media is accountable to the members, paddling community, funders and other stakeholders. The Chair of External Relations and Media is accountable for the ADCKC's internal and external profile in relation to its mission and strategic objectives, and for the effective stewardship of financial and human resources.

The committee is a subset of the ADCKC and they report directly to the Executive of ADCKC.

Responsibility:

The Chair of External Relations and Media is responsible for acting in the best long term interests of the ADCKC and the paddling community and will bring to the task of informed decision-making a broad knowledge and inclusive perspective.

Principle Duties:

- Responsible for the development and execution of the organizations strategic plan, mission, vision and values in consultation with various stakeholders regarding all marketing, public relations and communications initiatives.
- Responsible to recommend and execute strategy, implementation and policy in the following key identified areas:
 - Relationship development
 - Media relations
 - Marketing initiatives



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- Communications strategy (internal and external)
- Public Relations strategy (all stakeholders, including; municipal, provincial and federal government)
- Prepares all draft grants for final approval and submission from the Chair of Revenue Development pertaining marketing initiatives
- Acts as the key spokesperson for the ADCKC and approves and/or develops all media releases.
- Organizes and develops all materials required for trade shows the ADCKC participates in.
- Attends Board Meetings and comes prepared with written reports and Minutes, strategy developed by the committee.
- Listens to others' views, advocates his/her own, identifies common interests and alternatives, and is open to compromise.
- Supports all Governance decisions once made.
- Abides by the by-laws, code of conduct and policies and procedures of the ADCKC.
- Establish, reviews and monitors operational policies.
- Evaluates committee members through an annual evaluation process.
- Assists in the identification of new Board Members and committee members and ensures a succession plan is in place for Chair of External Relations and Media role and committee.
- Acts as an ambassador for the ADCKC.
- Keeps informed about paddling community issues relevant to the mission, vision and strategic outcomes of the ADCKC.

Qualifications:

The Chair of External Relations and Media should have a strong leadership/managerial public relations and marketing background. An association with CanoeKayak is considered an asset.

Evaluation:

The performance of the Chair of External Relations and Media is evaluated annually in the context of the evaluation of the whole Executive and Board and is based on the carrying out of duties and responsibilities as outlined above.

Removal of an Executive/Board Member:

Any Executive or Board Member may be removed from their position in accordance with the policies and by-laws of the ADCKC.