

BY-LAW 2 ANNEX E - DIRECTOR MARKETING AND COMMUNICATIONS

TERMS OF REFERENCE

1. The Director Marketing and Communications is elected by the membership and is responsible to the President for:

- Developing policies and programs, in conjunction with other members of the Executive, to foster membership growth and develop additional sources of funding for Association activities;
- Co-ordinating with Director of Regional Affairs, Regional Directors and other Executive staff to ensure Association events, sponsored development programmes, reports and other newsworthy matters are properly advertised;
- Ensuring Professional Development initiatives and other programmes are properly advertised and reported in CMPA sponsored publications;
- As necessary, approaching the Vice-President for guidance while convening selection committees for Association sponsored activities and programmes;
- Co-ordinating and producing the Thunderbird Journal;
- Managing, administering and advertising the CMPA Website on the Internet World Wide Web;
- Co-ordinating the submission of suitable articles to other military or civilian publications;
- Providing a communications medium for membership contact at least 4 times a year;
- Promoting knowledge of Branch related issues;
- liaising with CFPM Staff in the publication of information to ensure accuracy and security of official Military Police activities;
- Acting as the liaison member to the Military Police Branch Kit Shop for all matters concerning the Association and special promotional/commemorative projects and co-ordinating the introduction of new CMPA items with the President; and
- Performing other duties as directed by the President or Vice-President.

2. The Director Marketing and Communications shall co-ordinate with the Director of Regional Affairs for submissions to print/electronic publications to ensure that the Association and sponsored events are effectively advertised. The Director Marketing and Communications may appoint an Advertising Representative, a Newsletter Editor and a Website Manager to assist in these responsibilities. These additional positions shall be responsible to the Director Marketing and Communications for the applicable tasks outlined above. The subordinate staff will not be voting member(s) of the Executive Committee except when the Director Marketing



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and Communications is unable to attend an Executive Meeting and the President has agreed to a specific member of the Communications Staff acting in the Executive post.