



Canadian Military Police Association
PO Box 712
Winchester, ON
K0C 2K0

**BY-LAW 2 ANNEX F
DIRECTOR COMMUNICATIONS
TERMS OF REFERENCE**

1. The Director of Communication is selected by the Executive Committee and is a voting member of the CMPA Executive Committee. The Director of Communications is responsible for carrying out the following roles and responsibilities:

- Coordinating with members of the Executive Committee to ensure Association events, sponsored development programs, reports, and other newsworthy matters are properly advertised using all forms of media;
- As necessary, approaching the Vice-President for guidance while convening selection committees for Association sponsored activities and programs;
- Coordinating and producing any CMPA news;
- Routinely monitoring the CMPA Social media accounts (e.g. Facebook, Twitter, Instagram, YouTube, etc.);
- Monitoring and managing the CMPA e-mail account;
- Responding to or forwarding all queries received through emails, webpage contacts, or social media;
- Managing, administering, and advertising the CMPA website;
- Coordinating the submission of suitable articles to other military or civilian publications;
- Providing a communications medium for membership contact at least four times a year;
- Promoting knowledge of MP Branch-related issues;
- Liaising with CFPM Public Affairs Staff in the publication of information to ensure accuracy and security of official Military Police activities;
- On social media, acting as the liaison member to the MP Kit Shop for all matters concerning the Association and special promotional/commemorative projects and coordinating the introduction of new CMPA items with the Kit Shop Manager; and
- Performing other duties as directed by the President or Vice-President.

2. The Director of Communications shall liaise with all other members of the Executive Committee as well as the MP Branch Public Affairs staff for submissions to print/electronic publications to ensure that the Association and sponsored events are effectively advertised.

3. To assist them in the performance of their roles and responsibilities, the Director Communications may appoint:

- An Advertising Representative to handle CMPA advertising as well as sponsorship logo advertising on all CMPA social media and website;
- A Newsletter Editor to assist with compiling of CMPA news which will be promoted on all CMPA social media and webpage;



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- A Social Media Manager to monitor, respond, and maintain the CMPA social media accounts; and
- A Website Manager to monitor and maintain the CMPA website.

4. These additional positions shall be responsible to the Director of Communications for the tasks outlined above. The subordinate staff are not member of the of the Executive Committee unless the Director of Communications is unable to attend a meeting of the Executive Committee and the President, agrees in advance, that a specified member of the communications staff attend in the Director's stead.