

BY-LAW 2 ANNEX F

DIRECTOR COMMUNICATIONS

TERMS OF REFERENCE

1. The Director Communications is elected by the membership and is a voting member of the CMPA Executive Committee. The Director Communications is responsible to the President for:

- Co-ordinating with the Executive staff 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;
- Co-ordinating and producing any CMPA news;
- Routinely monitoring the CMPA Social media accounts (Facebook, Twitter, Instagram etc.)
- Monitoring and managing the CMPA e-mail account;
- Responding to or forwarding all queries received through emails, web page contacts or social media;
- 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 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 Communications shall liaise with all other Executive Directors 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.



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3. The Director Communications may appoint a:
- **Advertising Representative** to handle CMPA advertising as well as sponsorship logo advertising on all CMPA social media and web page;
 - **Newsletter Editor** who will assist the Director with compiling of CMPA news which will be promoted on all CMPA social media and web page;
 - **Social Media Manager** to monitor, respond and maintain the CMPA social media accounts; and
 - **Website Manager** to monitor and maintain the CMPA home web page.

These additional positions shall be responsible to the Director Communications for the applicable tasks outlined above. The subordinate staff will not be voting member(s) of the Executive Committee except when the Director 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.