



Embroiderers' Association of Canada, Inc.  
Association canadienne de broderie, Inc.

## Communications Director Job Description

**Date:** 2022-03

**Next review date:** 2024-05

**Type:** Director

**Reports to:** Board of Directors

**Term:** Two-year term, may be re-elected for an additional two-year term

### Function

- Promotes and publicizes EAC/ACB to EAC/ACB members, potential members and the public
- Leads and coordinates the work of the communications team, including the *Embroidery Canada (EC)* editor
- Works closely with the communications team to ensure the material in *EC* and on the EAC/ACB website, *eThreads* and social media account(s) (known collectively as the EAC/ACB communications tools) is current, accurate and attractive

### Time Commitment

- 2 to 12 hours a week researching, receiving and preparing information for EAC/ACB communication activities
- Two to four hours a week for collaboration with team members, updating team activity list
- Additional time as necessary to respond to correspondence, prepare reports, prepare for and participate in board meetings and fulfil obligations of a board member, etc.

### Documents

Documents that are associated with this position include:

- Standard Operating Procedures (SOPs)

### Duties

- Network with EAC/ACB members to identify their needs and talents
- Receive information and coordinate distribution and publicity for EAC/ACB and chapter events and activities
- Solicit/research materials of interest to EAC/ACB members and potential members
- Assign communication projects to appropriate communications team members

- Collaborate with education and membership directors to effectively promote courses and membership
- Collaborate with regional directors to craft messaging to inform chapter and members about opportunities available through the EAC/ACB and other needlework-related events and activities
- Research promotional items, based on communication activities and topics/subjects, and present options for board approval
- Update promotional materials for National-Stitch-in-Public Day
- Identify opportunities to meet the needs of potential members and assist groups of EAC/ACB volunteers to develop, implement and publicize plans to fulfil those needs
- Make arrangements for an EAC/ACB presence at hobby and fibre arts shows e.g., Creativ Festival, Creativ Festival WEST, Nova Scotia Fibre Arts Festival, Fibre Potpourri, etc.
- Create and maintain a list of print, web and other media access points for the purpose of promoting and advertising EAC/ACB and EAC/ACB events, including EAC/ACB and chapter-sponsored activities such as the annual seminar, gallery displays, juried competitions, and conservation and restoration projects
- Receive a copy of chapter newsletters by email for the purpose of promotion; select items for EAC/ACB communication tools, with permission of originating chapter
- Establish mutually beneficial relationships with needlework-related websites and with other associations
- Identify potential *EC* advertisers and liaise with existing advertisers to attain/retain their business
- Establish and renew contracts for EAC/ACB web providers, publishing house and mailing house, and contracts for communications, advertising, and promotional items on behalf of the EAC/ACB board
- Work with the EAC/ACB treasurer to establish budgets for the communications portfolio, with input from the *EC* editor
- Work with the *EC* editor to ensure production expenses for *EC* and income from advertising are submitted to the EAC/ACB treasurer within a set time line per issue
- Work with the regional directors to establish a network of EAC/ACB members who are capable and willing to speak on behalf of EAC/ACB
- Prepare reports on EAC/ACB communications activities (with input from the *EC* editor) for the meetings of the EAC/ACB board
- Prepare an annual report for the annual general meeting booklet
- Respond to correspondence in a timely fashion

- Update board regularly on issues; maintain good communication
- Forward copies of documents to EAC/ACB archivist as per EAC/ACB archives policy and procedures
- Promote EAC/ACB at every opportunity

### **Final year of term**

- Work with incoming director to teach position for a smooth transition

### **Meetings to Attend**

- Quarterly online board meetings
- Annual General Meeting
- Communications team quarterly online meetings
- Communications team meetings at the annual seminar
- *Embroidery Canada* meetings, if desired

### **Skills Required**

- Writing and editing skills; ability to prepare media releases and media kits backgrounders, charts, graphs, etc.
- Ability to set goals for promotion and publicity
- Excellent communications skills, tact and diplomacy; ability to speak and write effectively on behalf of EAC/ACB
- Excellent organizational skills; ability to look after both details and the broader picture
- Ability to set and to work within timelines
- Excellent computer skills
- Knowledge of copyright
- Interest in needlework

### **Skills Developed**

- Detailed knowledge of the operation of EAC/ACB