



Voting Member: No



Reporting Manager:
CMHA President



TERM: 1 Year

The information given below is intended to provide an understanding and appreciation of the general role. The position description outlines the main purposes in general terms only and is not intended to be prescriptive.

You may be required to carry out other duties in order to commensurate with the role. This will not change the character or purpose of the role but will be necessary to maintain the high standards of CMHA.

This position description may be altered from time to time to meet the changing needs of the Association.

POSITION OVERVIEW

The Marketing and Communications Manager provides expertise, leadership, and services to the CMHA Board. This includes social media, website and online digital content, direct communication, media relations, public relations, promotions, graphic design, event planning and execution, photography, and video.

GENERAL DUTIES / KEY RESPONSIBILITIES

- In conjunction with Board, establish and oversee the social media plan for all platforms for CMHA.
- Manage and grow social media presence for CHMA including Facebook, LinkedIn and other social medial platforms as appropriate.
- Develop and execute campaigns, paid advertising and other tactics to increase engagement, and promotion of programming, events and partners.
- Using analytics, provide recommendations on how to optimize social media campaigns and measure the impact of social media on overall communications efforts.
- Maintain a consistent voice and appearance across social media platforms, based on established best practices, to represent CMHA appropriately.
- Contribute blog posts and general interest hockey content for the distribution via social media channels and website newsfeed.
- Update and implement the CMHA Social Media policy across the organization and its membership.
- Assist with establishing the annual required budget for CMHA's social media platforms.
- The Marketing & Communications Manager ensures all members of CMHA are informed of any activities, events, or significant policy changes throughout the season.

Position Description Review Date: May 29, 2022

Board Approved (Y)