



Toronto Triathlon Club Board Description of Role of Communications Director

The Communications Director is responsible for ensuring consistent and timely communication of club messages to TTC members through various social channels.

Term: Two years

The role is elected at the Annual General Meeting

Primary Duties

- Coordinate consistent communications across all social media and communication networks: Facebook, Twitter, website, email.
- Development of plan for the revision for the website
- Development of a communication strategy and plan including social media, eblast and other TTC communications.
- Communicates with the Web Master volunteer for updates that need completion
- Review web content monthly to check for errors and identify updates that are needed
- Attend monthly Board meetings and represent the Board by attending Club events and providing support where required.

Time Commitment

Throughout the year, the time commitment is estimated at 10-15 hours per month.

Additional Expectations

- Attend Board meetings as per the Club Bylaws
- Contribute to any other board initiatives and communications in a timely manner, including responding to emails regarding Board business
- Support other Board Members in completing their tasks
- Participate in TTC social media discussions as appropriate
- Attend Club events & races to represent the Board
- Goal should be to attend 1-2 club events/races per month throughout the year