

MumNet™



Communications Director Job Description and Expectations

MumNet is a registered not-for-profit charitable organization, founded and run by volunteer women. Our Board of Directors consists of 12 volunteers, each of whom assists with the leadership and general promotion of MumNet to support our organization's mission and needs.

Our organization may be small, but our Board follows all due process and regulations that a much larger Board would. It's great experience if you have ever thought of getting your feet wet and adding board experience to your professional skills. We meet once a month for a board meeting, and on an as needed basis to participate in various subcommittees or to work on specific projects. Our work year runs from August – June.

Purpose: To advise, govern, oversee policy and direction, and assist with the leadership and general promotion of MumNet to support our organization's mission and needs.

Mission Statement: Helping women face the challenges of motherhood by fostering their emotional, mental, and physical well-being in a mutually supportive, community-based group environment.

Major responsibilities:

Internal communication

- Handles internal member communications to the MumNet membership on behalf of the Board of Directors
- Develops and executes strategies for effective member communications

External communication

- Manages communications between MumNet and external audiences
- Oversees the design, production and distribution of promotional and other print materials
- Places non-digital paid or free advertisements promoting MumNet where appropriate
- Coordinates any media interaction for MumNet, ensuring that a consistent and correct message is presented to all media
- Prepares recommendations with a budget and implementation plan for print materials for Board consideration and approval

Overall

- Organizational leadership and advisement.
- Formulation and oversight of policies and procedures.
- Financial management, including adoption and oversight of the annual budget.
- Oversight of program planning and evaluation.
- Personnel evaluation and staff development.
- Review of organizational and programmatic reports.
- Fundraising and outreach.

Length of term: Two years, which may be renewed up to a maximum of three consecutive terms.

Meetings and time commitment:

- The board of directors meet monthly on the last Tuesday of the month, 7:30 p.m., locations vary across Toronto but currently we meet on Zoom. Meetings typically last two hours.
- Committees of the board meet an average of once a month, depending on their work agenda.
- Board members are asked to attend the Annual General Meeting, Annual fundraising event, and participate where able in additional fundraisers and events over the course of the year.

Expectations of board members:

- Attend and participate in meetings on a regular basis, and special events as able.
- Participate on a standing committee of the board, and serve on ad-hoc committees as necessary.
- Be alert to community concerns that can be addressed by MumNet mission, objectives, and programs.
- Help communicate and promote the MumNet mission and programs to our target communities.
- Become familiar with MumNet's structure, personnel needs, finances, budget, and financial/resource needs.
- Understand the policies and procedures of MumNet.

What we are looking for:

- Previous experience developing a marketing/brand strategy with an external focus
- An interest in promotions and advertising
- Experience writing copy and creating messaging for organizations
- Creativity, enthusiasm and passion for promoting MumNet in our local communities
- An understanding of the grass-roots nature of our organization, and creativity to work with limited budgets to enhance our communications strategy
- An organized, multitasking self-starter
- Strong interpersonal skills and the ability to lead and collaborate with a team of committee members
- Strong project management, problem solving and analytical skills with an ability to anticipate obstacles and develop appropriate solutions

**To apply forward current CV to
Megan Munro, Board President
mxmunro@gmail.com**