



NIRSA Canadian Region - Marketing & Communications Director Position Description

Position Description:

The NIRSA Canadian Marketing & Communications Director (MarComm Director) will be a member of the NIRSA Canadian Leadership Team (CLT) having the following duties and functions, including, but not limited to:

- Support the Regional Representatives and Regional Student Leader by taking a leadership role on the development and implementation of the Canadian Region marketing and communication plan, as determined during annual strategic planning
- Support the the Regional Representatives and Regional Student Leader to initiate and strengthen connections with professionals and students at all institutions in the Region, including those that have been inactive or are unaware of the benefits of NIRSA
- Create, organize and publish Canadian Region official documentation for CLT and member access (eg: meeting minutes, terms of reference, policies, procedures, etc.)
- Create, organize and publish Canadian Region communications in collaboration with CLT members and NIRSA headquarters staff (eg: Region newsletters, website, calendar, social media, etc.)
- In conjunction with NIRSA headquarters staff, manage the database of Canadian NIRSA members and non-members (former CCRA members and others) and the communication tools (eg: MailChimp, CIRA listserve, NIRSA Connect, Social Media Channels, etc.) to ensure communications are reaching the right individuals consistent with Canadian Anti-Spam Legislation (CASL)
- Be present and engaged in CLT meetings, including monthly teleconferences and face-to-face meetings as scheduled

Term of Office:

The NIRSA member serving as the MarComm Director is elected by majority vote of the NIRSA Canadian members through the Canadian Region Elections Process. Term of appointment is two years, beginning May 1 starting in odd years.

Minimum Qualifications:

- Current Professional, Professional Life, or Emeritus NIRSA Member for at least two consecutive years by the time of the election.
- Employed in and/or a resident of the Canadian Region for at least two consecutive years.

Preferred Qualifications:

- Demonstrated active involvement in the Region.
- Commitment to student and professional development.
- Demonstrated communication skills.

* Position may be split into two positions, Communications and Social Media to assist with workload.