

Back to the Sea Society

COMMUNICATIONS COMMITTEE ROLE

The role of the communications committee is to

- Support the overall communications strategy of the Back to the Sea Society.
- Partner with the Board to ensure a consistent and active communication strategy to all Back to the Sea supporters and followers, both current and future, for the purposes of program messaging, fundraising, awareness and branding.
- Source stories and content for Back to the Sea's various communications channels and web presences including social media (Facebook, Twitter and Instagram), the newsletter and the website.
- Help create a social media calendar that indicates all important holidays and international celebrations.
- Build and maintain an active list of media contacts that can be used by the Board when sending out press releases and other important news.
- Build relationships, when possible, with members of the press in conjunction with staff efforts.
- Identify potential events and speaking engagements for the Board and other senior volunteers to attend to help promote the work of Back to the Sea.
- Identify potential guest writers for blog posts and contribute blog stories when appropriate.
- Assist with the promotion of upcoming fundraisers and other important events.

The committee should meet no less than 4 times a year. Additional meetings may be called by the chair or by the majority of the members when needed.

The role of the Chair of the communications committee is as follows:

- To schedule meetings and circulate the information to all committee members.
- To review the minutes and circulate them to the members.
- To liaise between the committee and the Board Chair.
- To give a report at Board Meetings when necessary.

The role of the Recording Secretary is as follows:

- To record the minutes at every meeting.
- To send the completed minutes to the committee Chair within one week of the meeting.
- To keep a record of all meeting minutes.