



CANADIAN ASSOCIATION FOR PHOTOGRAPHIC ART **L'ASSOCIATION CANADIENNE D'ART PHOTOGRAPHIQUE**

Director of Communications

Updated January 6, 2024

The Director of Communications is a volunteer CAPA Board Position with overall responsibility for the Communications Program. The Director ensures coordination, cross-promotion and consistency of information through all of CAPA's communication channels, including the Website, Facebook Pages and other Social Media, Canadian Photography Magazine, CAPA Monthly Newsletter and Email Communications with CAPA constituents.

Specific responsibilities include:

- Develop and implement a CAPA communications plan and provide regular reports to the board on progress.
- Ensuring that the CAPA website has regular fresh content representing all regions that CAPA serves
- Gathering and editing content (both text and images) from CAPA members for the website, newsletter, Facebook Pages, Social Media and other organizational communications
- Ensuring that required CAPA Communications are delivered in both official languages wherever possible or practical
- Supervising the contracted Web Manager to ensure the CAPA website is updated regularly and operating smoothly, the CAPA email system is operating smoothly and communications sent via MailChimp are created and sent on time
- Supervising the contracted Editor-In-Chief of the Canadian Photography Magazine to ensure that the content of each issue is accurate and complements and supports other communications messaging
- Working with the Director of Membership (Newsletter Editor) to ensure that the content of the Monthly Newsletter and Email Communications with members complements and supports other communications messaging
- Working with the Director of Competitions to ensure that the content of the Monthly Competition News and the competition section of the website complements and supports other communications messaging as related to competitions
- Working with the 2nd Vice President and Zone Directors to ensure coordination of communications with Zone members and clubs.

- Working with the volunteer Communications Coordinator of the Canadian Photography Conference to ensure coordination of timely and appropriate communications to promote the CAPA national conference
- Serve as a backup editor and distributor of the Monthly Newsletter
- Serve as a backup to the Director of Membership in overseeing the Membership Portfolio