

## **Director of Communications & Internal**



### **Director of Communications & Internal**

**Position Title:** Director of Communications & Internal

**Reports To:** Board of Directors

NOTE: This position is currently vacant and will be filled in the 2021 Spring Election to complete the unexpired term, and will only hold office from **May 1, 2021 to December 31, 2021**. This position will be up for re election in the fall of 2021.

#### **Mission Statement:**

We are the students of George Brown College, committed to supporting each other in the struggle for students' rights, the pursuit of quality education and the provision of services in a safe, equitable and accessible environment.

#### **Overview:**

The Student Association functions as the central student government representing the interests of all George Brown College students. The Student Association focuses on representation, advocacy, delivery of services and the operation of businesses to support its overall mandate.

The purpose of the Board is to lead the organization toward the desired performance and assure that it occurs. The Student Association Board of Directors are accountable to the members of the Student Association – the students. As elected representatives, the Directors are accountable for upholding the By-laws, Code of Conduct and all Policies and Procedures; conduct themselves in a professional, respectful and ethical manner as outlined in the Code of Conduct and this manual; Overseeing the sound management of the Student Association of George Brown College as a corporation and as a community organization and being responsible for the finances and financial management of the organization both directly and through agents and officers.

#### **General Responsibilities include, but not limited to:**

##### **Governance**

- Oversee the keeping of records of meetings, policies, membership and any other records required by law at the Head Office of the corporation.
- Work with General Manager and Executive Committee to ensure the viability of the organizational structure of the corporation.

## **Director of Communications & Internal**

- Monitor all Board of Director personnel files and related HR documents at the Head Office of the corporation.
- Be responsible for calling at least one (1) in office General Meeting of the Members, and minimum monthly in office meetings of the Board of Directors.
- Will work with the Director Operations to monitor the performance of Voting Directors to ensure adherence to By-Laws, Constitution, Director Remuneration Policy, Policies and Procedures Manual, Voting Director's Accountability Manual, Voting Director's Code of Conduct and Conflict of Interest Policy, and other subsequent governing documents.
- Shall be responsible for ensuring that all activities and endorsements of the Board reflect the anti-oppressive mandate of the corporation
- Serve as a signing officer of the Student Association.
- Learn and understand current legislation and governing policies of the corporation.

## **Communications & Relationship Building**

- Shall be the official spokesperson of the corporation to the general public, George Brown College, campus groups, and at College functions.
- In conjunction with Operation Manager review the presentation of the monthly newsletter to ensure it is presentable and contains all relevant information for students and is sent out in a timely manner
- Work in conjunction with the Managers and Executives to plan an advertising strategy for activities and events and ensure they are promoted.
- Develop, in conjunction with the Communications Committee, marketing and public relations strategies for the SA.
- Collect monthly content from directors for publications of the corporation.
- Work in an advisory capacity with Dialog and ensuring that the Dialog is operating within the outlines of the corporation's mission and mandate.
- With the Marketing & Communications Committee, plan and recommend updates for web, social media and publications.

## **Leadership & Talent Management**

- Aid the General Manager and Executive Committee in the creation and removal of positions within the organizational structure of the staff.
- Will ensure that the Board follows its own rules and those legitimately imposed upon it by statute or regulation and bringing forward any deviations from the Bylaws by its directors.
- Will work with the Director Operations to develop, implement and improve methods of evaluating Board Member performance based on the information provided within the monthly board reports, accountability review report, and direct feedback from directors.
- Act as a Chair of Internal Policies & Procedures Committee; Co-chair of Marketing & Communications Committee; Chair of the Executive Committee and as a Chair at meetings of the Board where an externally appointed Chairperson is unavailable and coordinate in office meetings of the committees and the board.

## **Director of Communications & Internal**

- Serve as a Board representative on the Dialog Editorial Committee.
- Actively participate in person and/or online in any other committees or ad hoc working groups external to the corporation, as determined by the Board of Directors and/or Executive Committee
- Receive complaints regarding directors and act as Chair of the Board Mediation Committee.
- Sit on appropriate hiring committees.
- Assist with training of all appointed board members and board members elected during by elections.

## **Campaigns & Student Engagement**

- Shall work with the Director Education and Equity to develop political and equity - based campaigns.
- Serve as the primary representative in conjunction with the Director of Student Experience for encouraging student participation in elections of the Board of Directors, activities and events.

## **Eligibility**

### *As per By-Law 3: Board of Directors Eligibility*

- Be a member in accordance with By-Law 1;
- Be at least 18 years of age as of the date of ratification; and
- Otherwise eligible to be a Director of a Corporation under the Act, namely not being found incapable of handling property under the Substitute Decisions Act, S.O. 1992, c.30 or the Mental Health Act, R.S.O. 1990, c.M.7 and not having an undischarged bankruptcy under the Bankruptcy and Insolvency Act, R.S.C. 1985, c.B-3.
- Not be currently employed by the Corporation in any role; and
- In the case of the Director of Operations and the Director of Communications and Internal, not be currently employed by the Corporation or the College in any role.

In addition to the eligibility requirements, any candidate seeking a nomination for the Director of Communications & Internal position shall also meet the following eligibility requirements:

- Have at least a 3.0 grade point average during their most recent academic term and be in good academic standing for their program;
- Have submitted a letter of reference from a professor, employer or other supervisor confirming the candidate's critical thinking and leadership skills. These criteria are met upon submission of the letter of reference, and the Chief Returning Officer shall not have the authority to reject a nomination based on the contents of the letter;
- If the director or candidate was an employee of the Student Association, not have discipline in the form of a written warning, suspension without pay, or termination for cause on file during the previous three years;
- Not have been disqualified as a candidate in the election during the previous three years;

## **Director of Communications & Internal**

- Not have been removed from the Board, suspended without pay, or impeached in accordance with the By-Laws within the previous three years; and
- The Chief Returning Officer in consultation with the Elections Committee shall prepare a session on the Board's roles and responsibilities prior to the start of nominations, and shall prepare a written summary of the session. In order to have their nominations certified, all candidates must, prior to certification, have either:
  - i) attended the session; or
  - ii) reviewed the written summary of the session, and have passed a test administered by the Chief Returning Officer or a Deputy Returning Officer regarding the board roles and responsibilities with a focus on the role of the Director of Operations and Director of Communications and Internal.

### *As per By-Law 12: Elections, section 4: Eligibility of Candidates*

- All members who are in good standing in accordance with By-Law 1 and who meet the applicable eligibility requirements set out in By-Law 3 shall be eligible to run. The Board does not have authority to impose additional conditions on the eligibility of candidates unless those conditions are set out in the By-Law prior to the start of the election process.
- An individual member may hold a position on the executive for a maximum of two terms within a five-year period to commence upon the last day of their second term.
- No candidate shall run for more than one position during the same election.
- Voting positions on the Board shall be filled as follows:
  - i) The Executive members who shall be elected by the members at large.
  - ii) The Educational Centre Representatives shall be elected by the members registered in an academic program in their respective educational centres.

## **Desired Skills and Attributes**

- Highly professional, trustworthy and discrete
- Honest and ethical - uphold ethical standards as your own actions reflect them
- Collaboration and team skills, critical thinking, and strong organizational skills
- Strong written and verbal communication skills
- Excellent time management skills but will go above and beyond to get things done
- Proficiency in MS Word, Excel, Power Point, Outlook, Internet
- Methodical; ability to plan and organize with strong attention to detail

## **Expected Behaviour**

- Excellent leader with superior interpersonal skills that motivate others and encourage knowledge sharing
- You never leave a teammate behind; you win or lose as a team and give credit when deserved
- You build a positive team spirit through empowerment, trust, and respect
- You do the right thing, even when it's the hard thing
- You never miss an opportunity to learn something new
- You value integrity; you are a consensus builder.

## **Director of Communications & Internal**

### **Remuneration & Obligations:**

- Receive remuneration of \$17 per hour and meet the obligations of a 37.5-hour work week during their term of office. This position is required to meet the minimum of 28 in office hours requirement.