The Director of Communication is responsible to:

- Develop communication plans and messages that integrate and coordinate various BBPA activities. Set communications strategy for the year in alignment with overall strategic direction. Work with the President and Board to strategize, create, and disseminate communications.
- Manage the content of BBPA’s website:
  - Direct the work of the Web Administrator.
  - Respond to members’ suggestions, problems, and questions regarding the website.
  - Review member communications and marketing materials. Supply to Web Administrator as required.
- Lead in the production of BBPA newsletter and email campaigns.
- Keep email distribution lists for the members up-to-date. The Membership Chair will send a copy periodically for this purpose and inform the Membership Chair of any changes in email addresses. Update on-line directory
- Prepare reports on communications for the board and write requested articles for the newsletter or other media.
- Manage and oversee the management of all BBPA Social Media accounts.
- Provide oversight for all aspects of the BBPA’s public relations
- Monitor Federal, Provincial and local government and Corporate activities and provide timely information on public policy issues to the President, Board of Directors and members.
  - Maintain a list of local news media and contact persons, with telephone numbers and e-mail addresses and ensure press releases are sent covering significant community happenings that fall within the purview of the BBPA
- Assist with all design and production of events promotion and marketing communications.
- Maintain consistent Brand image in all communications.
- Participate in the development and implementation of short-term and long-term strategic planning for the BBPA.
- Act as a liaison with other professional organizations to promote BBPA events and develop any cross-marketing opportunities
- In partnership with the President, serve as public spokesperson for the organization.
- Promote public recognition of BBPA as an authoritative source on serving the Black Community
- Awards Communication: Update award documents and processes; Involved in the team that sends communications; receives and reviews applications; selects winners; track and stay in touch with winners.
- Attend monthly Board and annual meetings and provide monthly updates.
- Supports all other committees in the promotion of BBPA events
Embraces BBPA processes and ensures conformity in handling the business of the BBPA.

Provides a supporting role to all directors and in extension all programs and events of the BBPA.

Demonstrates full understanding of the requirements for managing effective and successful events.

Possesses PR skills and enjoys working with people of different personalities.

Possesses the ability to resolve conflicts effectively.

Has the ability to delegate and ensure projects are delivered on time, meeting project performance indicators.

Has the ability to manage communications according to prescribed budget.

Is able to motivate committee members to participate fully in the activities of the committee

A candidate of the Director of Communication role:

PR/Media or Communications Experience. Possesses good written and verbal communication skills.

Possesses proven leadership qualities and is able to command the respect of the membership and public.

Possesses good interpersonal and sound leadership skills.

Work within standards of ethical business practice. Seeks approval before disseminating information to the public.

Is well-informed on issues of concern and importance to the Black community.

Is politically non-partisan in any dealings on behalf of the Association.

Possesses organizational, planning and effective negotiation skills.

Has the ability to raise funds for the organization.

Sensitivity to Membership needs and skill levels