



Position: Communications Director – Ottawa Chapter

Position Reports to: Chapter Chair

Position Description

This leadership role will lead and oversee the Chapter's communications.

Responsibilities

- Develop and execute a communication strategy to support the chapter's strategic and action plans
- Serve as the designated Media Liaison for DWDC
- Assist Chapter Chair as Media Spokesperson for the Chapter
- Collaborate with the Education Outreach and Coordination Director re: seeking opportunities for raising awareness of Advance Care Planning, Medical Assistance in Dying (MAID), End-of-Life Choices etc.
- Attend regular Chapter Executive Committee meetings

- Lead public awareness programs:
 - Liaise with traditional media
 - Oversee/lead social media initiatives
 - Produce member communication
- Assume other duties as required

Skills, Experience and Qualifications

- Experience developing and implementing communications strategies and plans
- Excellent writing, proofreading and verbal skills
- Experience in planning, designing, managing and promoting stakeholder outreach
- Background in media relations
- Adept at public speaking
- Bilingual preferred

Working Conditions

- This role is home based
- Computer capability for Zoom meetings i.e. camera and microphone
- Approximately 20 hours of volunteer time per month is required for this position

Screening Requirement:

The incumbent will be required to complete the screening process including completion of appropriate background checks in compliance with Dying With Dignity Canada's Screening Measures Policy. This includes:

- Reference Checks
- Criminal Record Check
- Vulnerable Sector Check
- Credit Bureau Check (if handling finances)

Direct Reports:

- Potential volunteers to assist with social media, webpage

Key Contacts:

External:

- Traditional media
- Community stakeholders

Internal:

- Manager Volunteer Engagement and Chapter Development
- Communications staff at National Office
- Other members of the Chapter Executive Committee, Volunteers

Travel Requirement:

Frequent Occasional No travel required