



“THAT ALL MAY BE ONE”

Division of Communication and Public Relations

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MANDATE: To provide, assess and update communication strategies in order to equip and enable all to participate in the mission and ministry of The United Church of Canada in London Conference. Both the means and the content of the communication will be considered for effectiveness.

DUTIES:

1. Developing strategies and actions for various media;
2. Advising Administration, Graphics Staff and Executive Secretary on website format and content;
3. Advising Administration, Graphics Staff and Executive Secretary on the format and content of the weekly newsletter, "Latest from LoCo";
4. Overseeing the publication of The Observer insert, "The Bridge", including design, layout, and advertising policy;
5. Developing standards for and managing the content of the Conference's YouTube channel;
6. Resourcing Conference Committees and Divisions, including the Executive, to enable remote participation at meetings;
7. Supporting the ministry of Presbytery Resource Centres;
8. Supporting the ministry of and representing London Conference on the Board of the Grand River Spiritual and Education Resources Board;
9. Resourcing the sharing of information at the Annual Meeting of Conference;
10. Liaising with Presbytery Divisions of Communication;
11. Modelling compliance with copyright legislation in all Conference activities;
12. Preparing a budget for submission to Budget Forum.

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DIVISION MEMBERSHIP:

1. The Chair will be elected by the Annual Meeting (if possible) and will serve as a member of the Conference Executive.
2. Members will be appointed by the Conference Executive.
3. There will be a representative from the Presbytery Resource Centres.
4. The London Conference Director(s) on the Board of the Grand River Spiritual and Education Resources Board will be a member. If either of these two positions are vacant, they will be covered by the Chair of the Division and/or the Executive Secretary.
5. Every effort will be made to have a representative from Algoma on the Division.

SKILLS AND GIFTS:

1. Interest and experience in communication strategies.
2. Willingness to collaborate on the development of strategies and their implementation.

EXPECTATIONS & TERM OF OFFICE: Term is for three years renewable once. Terms will be staggered to allow continuity. Both the Executive Secretary and Administration, Graphics Staff provide support to the Division.

The Division will meet a minimum of three times per year. Members assist with special projects in addition to this.

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