

## Board Role Description

<b>Title:</b>	<b>Trustee - Communications Officer</b>
<b>Reports to:</b>	<b>President and Board</b>
<p><b>Main purpose of role:</b> The Communications Officer is the member of the Trustee Board responsible for overseeing and advising on the ADI's internal and external communications, publicity, marketing and public awareness programme.</p>	
<p><b>Key Responsibilities:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Liaise with the Executive Director, staff and Board over the planning, promotion and management of the Association's overall externally-facing programmes and internal clarity of messaging.</li> <li><input type="checkbox"/> Monitor and advise on the financial viability and targeting of marketing and promotional communications as appropriate in order to support membership development, and ensure these activities are supported effectively by the ADI.</li> <li><input type="checkbox"/> Liaise with the Events Manager, Marketing Manager, Honorary Secretary and Honorary Treasurer to ensure that the financial management of comms activities is carried out efficiently and reported upon accurately.</li> <li><input type="checkbox"/> Draft the Communications and Promotion report to be included in the annual Trustees' Report.</li> <li><input type="checkbox"/> Liaise with event organisers to ensure that these are effectively promoted, communicated as widely as possible to our members and accurately represent the views and messaging of the ADI.</li> <li><input type="checkbox"/> Advise the Board on the implications and potential impacts of the charity's communication and promotional activities and the potential risks and gains to be planned for.</li> <li><input type="checkbox"/> Liaise with the Executive Director over the development of the Association's communications and promotional budget, and over the monitoring of the Association's financial performance in this area.</li> <li><input type="checkbox"/> Provide reports to Board, and at the AGM, on the promotion and publicity activities and impacts of the ADI's overall activity programme.</li> </ul>	
<p><b>Knowledge, skills and experience required:</b></p> <p><u>Promotion and Communications Experience</u></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Is familiar with the organisational, financial and planning requirements of conducting promotional campaigns, overseeing external and internal communication strategies, and is able to offer suitable advice, support and resource management on behalf of the ADI in transmitting and representing the organisation's goals and messaging externally.</li> </ul> <p><u>Integrity and Trust</u></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Is widely trusted; is seen as a direct, truthful individual; can present the facts in an appropriate and helpful manner and ensure that our communications are accurate, factual and fit for purpose.</li> </ul> <p><u>Interpersonal Relations</u></p>	

- Relates well to a variety of people, up, down, and sideways, inside and outside the organisation; builds appropriate rapport; builds constructive and effective relationships, especially with staff involved in communications with external bodies; advises on the messaging, public relations and promotional focus of the ADI; uses diplomacy and tact to bring people together in mutual support.

#### Written and Digital Communications

- Understands the modern media and communications landscape, across print, broadcast, digital and in-person platforms; is able to write clearly and succinctly in a variety of communication media, settings and styles; can get information across in a form that best informs decision-making and the best use of resources for maximising the desired effect. Monitors and liaises with external commentators and media to ensure the ADI is represented positively and respected as an authority in the field.

#### Representation and Reporting

- Maintains two-way dialogue with others, especially with the external media and specialist dental industry and medical publications, on feature and factual content, promoting the ADI's messaging and public relations agendas and their desired impacts. Supports understanding of promotional budgets, advertising methodologies and costs; financial procedures and priorities; liaising with staff and membership on post-activity reporting to Board.

#### Organising

- Can help plan and orchestrate multiple promotional and campaign activities at once to accomplish a series of ADI strategic goals; uses resources effectively and efficiently and encourages others to do so; arranges financial information, reporting and media contacts in a useful manner.

#### Strategic Agility

- Sees ahead clearly; can assist and advise staff leads on planning and delivery of promotion and publicity; is constantly aware of trending public messaging around dentistry; can anticipate future industry messaging, focus and consequences accurately; has broad knowledge and perspective of dental implantology industry, communications media and practice.

#### **Key Contacts:**

**Internal:** ADI Board and Sub-committees, Executive Director, Marketing Manager, Events Manager, Marketing and Events Co-ordinator, Office and Events Administrator Co-ordinator.

**External:** Media outlets and promotion entities, internal and external stakeholders, suppliers of support services and communications tech; industry influencers and advertisers.

#### **Prepared by:**

Richard Cantillon, Executive Director

Date: June 2023