**DIRECTOR: MARKETING & COMMUNICATIONS COMMITTEE LEAD**

KIDS Initiative is a charitable organization that works with developing communities to by facilitating sustainable solutions to enrich the lives of children. We want a world where everyone lives more and suffers less.

**PURPOSE**

To relieve poverty in developing nations by developing and implementing sustainable food and water solutions, as well as providing basic amenities and necessities of life to those in need.

To advance education in developing nations on the topic of sustainable development by researching and developing education programs to be delivered within schools, universities, and community groups, and by providing education materials and supplies to schools.

To promote health in developing nations by identifying and addressing risk factors associated with diseases such as HIV/AIDS, to prevent and minimize the risk of contraction, and by providing medical supplies and equipment to hospitals, clinics, and those in need.

KIDS Initiative operates as a full functioning WORKING BOARD. A working board consists of board members who do the work of the organization. This includes administrative tasks, fundraising, accounting, grant writing, event planning, marketing, and communications, etc. It is important to note that KIDS Initiative does not operate as a governing board where members would simply oversee and guide its activities.

**MISSION & EXPECTATIONS**

Our mission at KIDS Initiative is to focus on helping to facilitate sustainable solutions in developing countries to enrich the lives of children. We can only focus on doing so when our team on the ground are driven, enthusiastic, and innovative. We focus on developing genuine and impactful relationships with those we work with, which allows us to work cohesively as a team. We look to recruit a diverse group of individuals willing to dedicate their time to our mission and help to grow our organization into an efficient machine whose goal is to strive for a world where everyone lives more and suffers less.

In applying to work with KIDS Initiative, you adopt and exude the following characteristics:

* Dedicated, Committed, and Passionate about the overall mission to enrich the lives of children.
* Values the qualities necessary to strive in relationship building.
* Respectful in all areas and methods of communication.
* The drive to be Innovative, Independent, and to take Initiative.

***The role of the Marketing & Communications Committee Lead is to help in marketing any/all programs and events, maintaining our organization’s brand guidelines through various platforms and documents, as well as communicating proactively to our donors, volunteers, stakeholders, programs, and the overall community.***

* Implement an annual marketing and communications plan
* Actively contribute to each committee’s plan by recommending and executing on marketing and communications support
* Manage and maintain the website and all social media platforms
* Develop compelling content for a variety of platforms including the newsletters, blogs, direct mail, social media, etc.
* Report on website and social media analytics and develop, implement, and measure social media strategy to advance the organization’s audience size, demographics, and engagement
* Develop and manage all marketing and print materials (i.e., annual report, event creative, media releases, business cards, brochures, donor cards, etc.)
* Coordinate regular team meetings (i.e., weekly, biweekly, monthly, or otherwise determined by lead) to manage and gauge progress of committee members
* Monthly report to the board on all committee actions and goals

**QUALIFICATIONS & KEY COMPETENCIES**

* Minimum 1 year experience in Marketing/Communications (completion of a degree program or certification in this field preferred)
* Minimum 1 year experience in Project Management, leading a small to mid-sized team
* Familiarity with social media & website analytics, including creating analytic reports and implementing engagement plans
* Familiarity with search engine optimization (SEO) and the ability to incorporate this into the annual plan
* Strong organizational and planning skills, as well as creative and innovative thinking
* Excellent verbal and written communication skills, along with strong research and critical thinking skills
* Communicates well with stakeholders to keep them informed of the work of the organization and to identify changes in the community served by the organization
* Personable and able to collaborate with volunteers (making up the Marketing and Communications Team) to develop and monitor an organizational communications plan that maximizes the use of communication vehicles (website, social media, etc.)
* Able to actively promote community awareness of the organization’s goals and objectives, with the intention of broadening the level of understanding and support for the organization’s mission
* Strong attention to detail and the ability to develop all marketing, print materials and social media content to ensure a clear, consistent message across platforms

**TERM STATUS**

Each fiscal year (April – March) marks a Rotation Cycle with the new Board members commencing duty at the beginning of the new Fiscal Year.

If the Board is not to be stripped of experience and skills, ideally no more than a quarter of the Board, that is a maximum of 3 members, should rotate at the end of each Fiscal Year.

While the preferred Rotation Cycle coincides with the Fiscal Year, circumstances may require the Board to seek intermediate elections to fill vacancies on the Board.

Board terms will start at the beginning of a Fiscal Year and finish at the end of a Fiscal Year. Where a Board member joins in the first 6 months of a Fiscal Year the term will be deemed to have started at the beginning of that Fiscal Year. Where a Board member joins in the second 6 months of a Fiscal Year, the term will be deemed to start at the end of the Fiscal Year.

**BOARD MEMBER TERM LIMIT**  
  
The length of the term for any Officer is set at 2 years, as defined by the Starting Period. Officers may serve 3 consecutive terms, that is, a maximum of 6 years. The President position is set at a term of 6 years, period. At the end of the first or second term the incumbent Officer may offer themselves for re-election. If there is a Competitive Election\*, then the end-of-term incumbent Officer will be required to participate in this election.  
  
Where an orderly process is envisioned, Officers that are at the end of their first and second terms shall give notice of their intention stand for re-election to the Secretary, who with the assistance of the President and Vice President shall keep these records and ensure that the Board is made aware thereof. The notice period recommended is one year before the Fiscal Year-end.

\*A competitive election occurs when there are more nominees than Board positions to fill. The Board is required to draft suitable operational procedures to ensure that competitive elections are free, fair, unbiased and will result in a positive outcome.

**OFFICER APPOINTMENT ROTATION**

The Annual General Meeting shall be the preferred time for election of board members, subject to a quorum being reached. Each Regular Member of the organization in good standing will be entitled to a single, equal vote. The Regular Members will approve each Board member, individually. If the President of the meeting discerns that there is excessive dissention among the voting Members, the President shall request that the matter is decided by a confidential paper ballot and announce this, thereby beginning the procedure. The Regular Members at the Annual General Meeting will also be required to confirm the election of any Board members appointed between Annual General Meetings.

At the Board meeting immediately following the Annual General Meeting the Board shall:

* Appoint the Office Bearers for the forthcoming year.
* Confirm the Office of the President and Vice President.

The Board may change the Office Bearers during the year, making decisions with due regard to the efficient operation of the Society.

**ELECTION, ROTATION, AND TERM LIMIT OF THE PRESIDENT AND VICE PRESIDENT**

The President and Vice President will be nominated at the Board meeting immediately prior to the Annual General Meeting by a quorum of Board members.  
  
If a competitive election is in prospect the Treasurer and Secretary shall take the “Chair” position and the voting, including all board members, will be conducted by confidential paper ballot.   
  
In the event of a deadlock, the Board will consider appropriate procedures to resolve this.

The President position held by the Founder of the organization will maintain its role permanently on the board unless a vote of 75%+1 is approved to have the member removed when sufficient cause exists for such removal. In the case the Founder & President retires from their position, the succession plan listed under Article 1.8 Resignations and Succession Planning, will immediately be implemented.

After having served a term of six years, the President shall tender their resignation from the position.  
  
At the discretion of the Board, the President may be granted two additional years in the capacity of “Past President.” The intention is to provide continuity for the incoming President and to give voice to institutional memory. This vote will be taken by a quorum of the sitting Board members, in the absence of the current, term-limited President.

The Past President is an honorary position and will not be counted as an additional Board member but will have all the rights afforded to Board members excluding voting.  
  
Past Presidents are barred from serving on the Board as President, Vice President, Treasurer or Secretary for a period of two (2) years following their service as President.

**RESIGNATIONS & SUCCESSION PLANNING**

Circumstances may cause ad hoc or unanticipated resignations by Board members and the Board will have to make appropriate arrangements in each case, for example, to either absorb the responsibilities of the departing board member/s among the remaining board members, or to immediately start an election cycle.

Where resignations cause the Board numbers to decrease below the minimum required by the Bylaws, the Board is required to immediately start an election cycle.  
  
If someone should resign from the Board, the remaining Board may appoint a replacement to serve out the resigning members’ term.

***The succession plan to be implemented for each position on the board is listed below:***   
  
Committee Leads

* Where an orderly process is envisioned, Directors (Committee Leads) that have completed a minimum of 2 years with the organization and have decided on their term end date, they will begin the onboarding conversations with the Donor & Volunteer Management and Stewardship Committee Lead to discuss the recruitment of a new candidate to fulfill their role, and develop a plan to meet regularly with the new candidate to start the training and mentoring process to ensure they get acclimated to the position in advance.
* The notice period recommended is one year before the Fiscal Year-end.
* Final transition of role will be made official and commence at the time of the annual AGM.