



Canadian Association of Psychosocial Oncology  
Association Canadienne d'Oncologie Psychosociale

## **COMMUNICATIONS COMMITTEE TERMS OF REFERENCE**

### **PURPOSE**

To advise and assist the Board of Directors in communicating CAPO's mission, strategic plan, work of committees, and any new developments and initiatives to CAPO members, partner organizations, stakeholders, and the public.

### **DUTIES AND RESPONSIBILITIES**

1. To work with the Management Company to develop a high-level marketing and communications plan that promotes CAPO's goals, mission, and strategic plan to members, constituent and stakeholder groups, and the public.
2. To advise on the development of multi-media communication protocols including but not limited to, web, online, and social media approaches, and review the performance of such initiatives using available research and other key performance indicators.
3. To liaise with and develop strategies to support the work of other Board committees in achieving their respective purposes and communicating relevant information to target audiences as defined.
4. Identify opportunities to strengthen CAPO's reputation and brand as distinctive, relevant, and value-added.

### **OUTCOMES AND DELIVERABLES**

- Periodic reporting to the Board of Directors on communications initiatives.
- Provide a written and verbal annual report to the Board of Directors.

### **REVIEW**

The Terms of Reference of Communications Committee will be reviewed every 5 years.

### **TERM OF OFFICE**

Members will serve a two-year term, renewable for a second term

### **MEMBERSHIP**

Membership will include one representative from each of the other committees along with other CAPO Members with a directive, where possible, to include one francophone member on the committee.

**CHAIR:** Member of the Board, appointed by the Board

**Schedule of Meetings:** 3 or 4 times a year, or on the call of the chair