

# CFMS VICE-PRESIDENT OF COMMUNICATIONS

## TERMS OF REFERENCE



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### Background

The Canadian Federation of Medical Students (CFMS) is the representative voice of Canadian medical students to the national medical organizations, to the federal government, to the public, and to other external bodies. The CFMS represents over 8000 medical students at 15 Canadian medical schools from coast to coast. It is the mission of the CFMS to represent, support, and connect its members. The CFMS aims to communicate within its membership, as well as from its membership, to the world at large. As an ever-expanding organization, the CFMS continually strives to meet the consistent and changing needs of Canadian medical students.

### Introduction

The CFMS Vice President of Communications (VP Comms) is responsible for implementing strategic priorities of the Federation related to external communications and public relations. The VP Comms carries out both operational and strategic duties in maintaining their fiduciary responsibilities to the CFMS.

### Term

1. The position of VP Comms is a one-year position elected by the CFMS General Assembly at the Spring General Meeting to serve as VP Comms-elect until they assume office immediately following the Annual General Meeting of the same year.

### Accountability

2. This position reports to the CFMS President and is accountable to the membership via the General Assembly.
3. Positions/committees that report and/or liaise to this position:
  - 3.1. National Officers of IT (Junior & Senior)
  - 3.2. Communications Committee
  - 3.3. CFMS Annual Review Editor
  - 3.4. CFMS representatives to external committees as delegated
4. The VP Comms works in collaboration with the Communications Attaché to connect with the CFMS Representatives Roundtable. In certain circumstances, the Communications Attaché may take on other roles within the Communications portfolio. In those cases, they would report to the VP Comms.

### Responsibilities

5. Connect: The VP Comms will

- 5.1. compile a post-report after all external meetings that highlights all pertinent information.
  - 5.2. maintain effective communication with all Board members, staff and external organizations.
  - 5.3. communicate with CFMS membership through reports at each general meeting.
  - 5.4. work to explore and optimize collaborations with relevant stakeholders on matters related to the portfolio.
  - 5.5. hold responsibility for ensuring our externally-facing communications are timely and appropriately cultivated, including, but not limited to: CFMS official social media, website and communiqué.
  - 5.6. serve as co-editor of the CFMS Annual Review, and work closely with the Annual Review editor to complete this publication by the Spring General Meeting each year.
  - 5.7. oversee the Communications Committee including the scheduling of work and ensuring that members are connected appropriately.
  - 5.8. keep or cause to be kept minutes of all meetings of the Board of Directors and of the CFMS.
  - 5.9. issue or cause to be issued any and all notices required by the CFMS By-Laws or by Law.
6. Support: The VP Comms will
- 6.1. set strategic goals of the communications portfolio and oversee their implementation in accordance with the CFMS Strategic Plan.
  - 6.2. work closely with portfolio National Officers, liaisons, group and task force chairs to support and advance their work plans.
  - 6.3. ensure adequate transition of the CFMS VP Comms-elect.
  - 6.4. assist all other portfolios with their branding and messaging to assure coherence with and consistency in the CFMS vision and brand.
  - 6.5. provide support and guidance to the Communications Attaché and fulfill their role in their absence.
  - 6.6. Supervise the custody of all records, other than financial records, and correspondence pertaining to the business of the CFMS.
  - 6.7. provide oversight to the online activities of the CFMS.
  - 6.8. assist other members of the Board and designated spokespersons when appropriate.
7. Represent: The VP Comms will
- 7.1. keep custody of the CFMS corporate seal.
  - 7.2. serve as one of the designated spokespersons for the CFMS and interact with CFMS stakeholders, especially on matters related to the communications portfolio.
  - 7.3. represent members on relevant national stakeholder committees, task forces and working groups, or delegate this responsibility to another CFMS member as designated by the CFMS President.
  - 7.4. oversee and approve all major press-releases and communications that go out to the CFMS membership, external organizations and public.

**Terms of References are subject to annual review by the CFMS Governance Committee prior to submission to the CFMS Board of Directors for adoption and publication.**