



Canadian Association of Nurses in Oncology
Association canadienne des infirmières en oncologie

Position Title: CANO/ACIO – Director-at-Large: Communications

Position Type: Volunteer, Board position for a 3 year term

Developed: January 2009 **Approved:** January 2009

Association:

The Canadian Association of Nurses in Oncology (CANO/ACIO) is a national organization established in 1984 to support the efforts of Canadian nurses in promoting and developing excellence in oncology nursing practice, education, research, and administration. CANO/ACIO's purpose is to provide national nursing leadership related to the promotion of cancer prevention, maximization of optimal care for individuals living with cancer and their families, and to provide support for the nurses caring for them. CANO/ACIO's mission is "*Leading Nursing Excellence in Cancer Control for Canadians*".

Position Description:

The DAL, Communications sits on the Board of Directors of CANO/ACIO for a three year term. The DAL, Communications ensures that the association's communications are conducted in a strategic manner and in accordance with the Association's strategic plan/initiatives. The DAL, Communications is not the association's official spokesperson, but ensures that the President and Vice-President are informed and have current information to assist them as the official spokesperson. The DAL, Communications is a voting member of the board of directors.

Reporting Relationship: The Director-at-Large, Communications reports to the President.

Responsibilities:

- Implements the communications plan
- Communicates the association's key messages to members, sponsors, media, policy-makers and the general public
- Informs, updates and trains the board of directors and association spokesperson
- Collaborates with the board of directors to ensure that all marketing materials communicate the association's key messages
- Oversees the organization public relations efforts, i.e. ensures that a publicist is hired for Oncology Nursing Day and the Annual Conference
- Provides leadership to the website committee
- Provides leadership to the CANO/ACIO Connections Committee
- Provides leadership to the development and maintenance of the CANO/ACIO Patient Education Website.

Qualifications:

- CANO/ACIO member in good standing for the previous two years with oncology experience.
- Experience in skills and knowledge relevant to the area of responsibility.
- Knowledgeable about CANO/ACIO.
- Possesses excellent decision making, critical thinking and communication skills.
- Preference will be given to a bilingual candidate.
- Ability to attend two face-to-face board meetings per year, teleconferences every 4-6 weeks, and other meetings as they arise.