



Marketing & Development Committee

Community Representative

Position Description

Position Title: Community Representative

Reports To: Committee Chair

Status: Volunteer

Hospice Calgary is committed to community engagement and strives to consult and partner with a diverse range of the community we serve. The organization strives to seek community input across all its activities including committees.

Marketing & Development Focus:

Community Representatives on the Marketing & Development (M&D) Committee have experience and expertise in one or more of the following areas: branding, marketing (including digital), fundraising, and government relations. They assist committee work through attending quarterly meetings to help:

- Provide strategic and tactical advice and feedback on M&D matters and issues brought forward to the committee
- Share ideas and perspectives regarding M&D committee goals and subsequent discussions, projects, and activities as they relate to those goals
- Support the committee chairperson to ensure appropriate information is provided to the Board of Directors for oversight and decision making

Community Representatives on Hospice Calgary Committees:

- Represent the community we serve by offering a broader non-professional view point
- Contribute to decision making by providing feedback and making recommendations
- Are a valuable through their knowledge and experience as users (or potential users) of our services
- Can improve communication between Hospice Calgary and the community
- Share a commitment to the provision of exceptional end of life and bereavement care.

Qualifications:

- Demonstrate a shared commitment to the overall effective operation of Hospice Calgary
- Not an employee of Hospice Calgary
- Willing to commit time to attend meetings and review meeting materials
- Able to relate personal experience to broader consumer issues
- Present community perspectives and concerns
- Prior experience on a committee and knowledge of the health care system and non-profit sector is an asset
- Works well in a team environment
- Confidence to contribute in discussions and voice opinions
- Participate in committee goal setting

Responsibilities:

- Attend regular committee meetings
- Review meeting materials prior to the meeting to be prepared for discussion including being aware of committee goals and terms of reference
- Comply with confidentiality requirements
- Identify community key issues or areas of interest
- Work as an active member members to achieve committee goals by contributing to discussion and sharing experience and ideas

Successful committee participation is the result of both the committee member and Hospice Calgary staff. Staff will support community representatives by:

- Providing an orientation to the work and role of the committee to new members
- Preparing meeting materials and managing their timely distribution (e.g. agendas, minutes, and other materials)
- Coordinating meeting space and other resources
- Communicating committee business to the Board of Directors and broader community
- Ensure follow up to action items identified in meetings