

COMMUNICATIONS & EXTERNAL AFFAIRS (CEA)

The Communications and External Affairs is a subcommittee of the RIMS Canada Council. Its role is to create value for its members through an engaging dialogue regarding the Risk Management industry and RIMS activities in Canada. Brings a Diversity, Equity and Inclusion lens to all RIMS Canada national activities.

Mandate

- Facilitates Diversity, Equity and Inclusion and related national activities.
- Facilitates relationships (i.e., monitoring, assessing, collaborating) between RIMS, the RCC and its sub-committees, Canadian members, federal/provincial regulatory officials, and other governing bodies.
- Facilitates information sharing among Canadian members using the RIMS Canada Newsletter, the RIMS in Canada website, RIMS in Canada LinkedIn group, RIMS in Canada Twitter account, and other communication channels.
- Provides guidance and recommendations to the RCC regarding communications with RIMS, Canadian RIMS Chapters, Canadian members, and external bodies.
- Provides updates to local chapter boards and Canadian members regarding developments that could have an impact on their activities and the activities of their members.
- Engages available external media to facilitate, promote general awareness, and forward the position of the RCC and RIMS in Canada as the leading risk management association in Canada.
- Monitors the Canadian Chapters and individual membership to identify issues of importance with respects to advocacy opportunities.

CEA – Communications and External Affairs Committee Volunteer RCC Brand Advisor

Basic Function

- Actively participates in the work of the CEA subcommittee, to build brand awareness and compliance through social media and merchandise, co-ordinating efforts with RIMS for support as needed.
- Provides thoughtful and timely input to the deliberations of the subcommittee, focuses on the best interests of the association and the subcommittee rather than on personal or constituent interests; and works toward fulfilling the subcommittee's goals. RIMS Canada National Committee members should abstain from voting in their respective Chapter business.

Volunteer Responsibilities

- Attends sub-committee meetings; reviews all relevant material before subcommittee meetings.

- Makes contributions and voices objective opinions on issues, support execution of annual CEA mandate deliverables.
- Support development and execution of social media plan to build brand awareness; co-ordinate efforts with RIMS for support as needed.
- Support Chair and coordinate with RIMS to update and maintain RCC web site to keep it current and interesting; find new ways to utilize the web site for communication with members.
- Support Chair to ensure all communications produced by RCC is brand compliant (i.e., Publications, annual conference material, etc.).
- Annual co-ordination of RIMS Canada and Conference merchandise (i.e., Conference swag)

Qualifications

- Knowledge of RCC and RIMS; Act as a brand ambassador, have a deep understanding of the brand.
- Ability to communicate effectively, excellent writing and editing skills, familiarity with web sites & social media platforms.

Additional Information

- Subcommittee members must be professional and/or associate members of RIMS in good standing.
- Subcommittee member terms are two years commencing January 1, with a mutual assessment after 6 months, and ending December 31 of the following year.
- Consideration will be given to encouraging a balance between repeat appointments and new appointments to maintain continuity and experience along with dedication and fresh viewpoints.
- Maximum service on a committee is three consecutive 2-year terms, except for committee Chair and Vice-Chair.
- If a member leaves a subcommittee, that person will be replaced on the committee. They may be considered for service for a future opening.

Benefits to volunteering: Gain experience in building and working with committees.

Opportunity to network on various levels, recognition, improve meeting management skills, gain experience that can be used on the job. Opportunity to be a key player to shape the future of the RCC.