

Standard Operating Procedures

Position Summary: Chief Information Officer

The Chief Information Officer (CIO) coordinates all internal and external communications concerning the Society. The CIO is co-chair of the Communications Working Group (WG), which has oversight of the Society's website, newsletters, list-serves, and other relevant social and mass media. The Communications Working Group approves the communications strategy for SISN.

The CIO works closely with the Recruitment, Engagement and Outreach Councilor and Conferences and Policy Discussions Councilor. The CIO engages the Board on matters related to communication activities.

The CIO is well supported by two Consultants: a Communication Specialist and a Content and Communications Manager. The two consultants are referred to as the 'Comms Team'. The Communication Specialist has more than 20 years' experience in communication and marketing, and is responsible for *developing communication strategy and implementation plan* for SISN and leads the Comms Team. The Content and Communications Manager is responsible for *content development and executing communication tasks*. The CIO provides direction/advice primarily to Communication Specialist, and, on some occasions to the Content and Communications Manager.

The duties of the CIO are listed here. **Significant input is required by the CIO on leadership duties, in bold, below.** The CIO officer is asked to dedicate 3 hours per month on SISN activities, to be spent answering email queries from the Communication Specialist and reviewing or approving short documents for external use.

General

1. **Leads and advises the Board on all matters related to communications** and public relations, and ensures the Comms Team deliver on the decisions approved by the Board.
2. Ensures Board Members inform the Comms Team of their engagement and outreach activities to allow the team to schedule and disseminate content outputs efficiently.

3. **Provides strategic guidance to the Comms Team** on themes and topics for webinars, blogs and newsletters, digital dissemination strategies and platforms (website, LinkedIn, webinars) and any other communication activities for members or external audiences.
4. **Reviews or approves of content**, as requested e.g.
 - Newsletter and press releases
 - Web pages, blogs, and social media platforms
 - Promotional materials for events (banners, brochures).
5. Informs the President and/or Secretary/Treasurer, as appropriate, of any issues in a timely fashion.

Meetings

6. **Co-chairs the Communications WG meetings**, held at bi-monthly or quarterly intervals.
7. **Decides on what items require Communications WG or Board sign off.**
8. His/her decision on any point of order regarding external and internal communications shall be final and conclusive.

Finance

9. **Approves the Communications WG budget.** Approves budgeted expenditures < 500 USD on communication relevant activities.
10. **Approves the hiring of consultants**, if needed, and reviews and approves the Terms of References.
11. **Discusses and addresses resourcing issues** for the Comms Team.

Elections

12. Once every two years, the CIO communicates with SISN members throughout the election process: nominations, progress and results.