

Social Media:

As part of the executive team, their responsibilities can include:

- managing the group's social media presence
- updating your group's pages:
 - <http://RNAO.ca/connect/interest-groups> or freestanding sites for interest groups
- working closely with the communications ENO, the social media person reaches out to members and engages them in the goals and the work of your group online

PCNIG will divide this role into 2 positions to help support the amount of work that is involved in this role

President

The central person in the executive acts as a crucial point of contact for home office and brings together the work of the whole team. Key responsibilities include:

- organize and chair executive meetings
- produce Members' Voices reports to share the work of the group
- represent the PCNIG at RNAO meetings (assembly, AGM, and Queen's Park Day) as well as in the public and the media as needed
- recruit, mentor and support other executive members in their roles
- ensure dissemination of information from RNAO to executive and chapter/region without chapters/interest group members
- manage funds along with the finance executive network officer (ENO)
- **have a least one previous term in another executive position on the PCNIG in the last 5 years**

Communications ENO

The hub of communications with the public and the media. As part of the executive team, this person:

- edits the group newsletter
- writes media releases and opinion pieces (with the support of home office)
- monitors media and raises the profile and prestige of nurses
- takes photos, shoots videos and documents group events

- Support education outreach by promoting and hosting continuing education events that promote palliative care education and learning within the IG membership and throughout RNAO

The Membership ENO

The person on the executive team concerned with recruiting and retaining members to the group. To this end they are engaged in:

- recruitment efforts for potential members; i.e. events, displays, email or regular mailings
- engaging and encouraging existing members to get involved (home office can assist in coordinating email communications to members)
- recognizing great members by submitting nominations for RNAO Recognition Awards, together with the rest of the executive team
- reaching out to former members to ask them to rejoin
- act as a liaison and outreach coordinator to schools of nursing and other palliative care organizations to encourage RN and NP roles within palliative care