

Portfolio Managers

2018 – 2019

“Teamwork makes the dreamwork”

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*“The achievements of an organization are the results
of the combined effort of every individual”
(Vince Lombardi)*

Portfolio Managers

Building Our Team For Success

IABC/BC is a completely volunteer-run organization. Our goal is to provide our volunteers with meaningful experiences, valuable connections and fulfilling work. All of our chapter programs are possible because of your contributions, and we design our volunteer opportunities to meet your needs and enable you to see the lasting impact of your work while helping us to meet our chapter objectives.

All of this begins with building our IABC/BC team. Teamwork and collaboration are the keys to our success so we are always looking for enthusiastic and passionate volunteers with different levels of experience and skill sets who can learn from each other, and grow within a safe and supportive environment while helping us to grow our chapter and support professional communicators in their careers.

IABC/BC Portfolios

For the 2018 - 2019 board year, the activities, and areas of focus for our chapter are managed by eight different portfolios. Each of these portfolios are led by one of our board of directors:

- Volunteer Services
- Membership
- Events



- Career Development
- Student + New Communicator Services
- Marketing + Communications
- Special Interest Groups (SIGS)
- Partnerships + Sponsorships

Each of our Board Members strategically lead their respective area of the chapter from programs to events and more. They will plan and execute their objectives in collaboration with teams of portfolio managers and other volunteers as needed. If you're reading this, then that could be you.

What's in it for you?

As a portfolio manager, you will have the chance to:

- Grow your network through meeting like-minded communicators and professionals.
- Develop your skills, and gain experience in specific areas in a supportive environment.
- Build on your portfolio of work.
- Hone your capacity as a leader.
- Collaborate with other portfolio managers, volunteers and (in some instances) our Board of Directors as part of IABC/BC's volunteer team.
- Gain insight into how IABC/BC operates as a volunteer-run non-for-profit association.
- Learn how we deliver programs and events at IABC/BC without the commitment and responsibilities of serving on our board by seeing a program or project/s through from concept to execution.
- Be profiled on our website as part of the portfolio management team.
- Join our strategic planning and help us get ahead of the curve for next year's activities.
- In some portfolios, you can gain experience managing a team of volunteers to support the delivery of your program and ideas and be accountable for your team's work.
- Help us to grow and support the IABC/BC community.

Portfolio Manager Accountabilities

All portfolio managers are accountable for the following:

- Serve as a portfolio manager for a one-year term as part of the IABC/BC leadership team.



- The estimated time commitment for portfolio managers varies depending on your role, seasonality of events and activities etc. As a rough guide most, roles will be four – ten hours per month.
- You will be recruited based on your experience, your goals for volunteering and your capacity levels.
- Collaborating with your portfolio director, as required, to help them develop plans for the portfolio / your area of focus. This may include contributing to budget planning, developing a program timeline, and identifying other resources needed such as additional volunteers.
- You may be required to attend committee meetings and/or one-to-one meetings (either in person or by phone) during the year. These will be determined by your director.
- Serve as an ambassador for IABC/BC when attending events; and develop relationships with volunteers and event attendees to promote IABC/BC as the communicator's association of choice.
 - *If managing the event or working at an event in another capacity, your ticket will be covered by the chapter.*
- Keep all portfolio documentation on the IABC/BC Google Drive (internal shared drive), to keep everything centralised and organized. This will also help with succession planning and future strategic planning.
- Follow the processes and procedures outlined by the portfolio directors, and exec.
- Contribute to monthly reporting by providing relevant updates to your director related to your program or area of focus including challenges as well as successes
- Participate in discussions related to your portfolio activities using IABC/BC's *Basecamp*, and respond to time-sensitive inquiries from members or other board members in a timely manner.
- Help with orientation of your successor (when applicable) and share all data related to your portfolio to provide continuity.
- Perform other duties that may be required by your director throughout the year, and advise your director of significant challenges you face in accomplishing duties expected in your portfolio manager role.

Portfolio Manager Roles

Volunteer Services

This portfolio is our human resources team. It's responsible for connecting anyone interested in becoming involved with IABC to volunteer opportunities that allow for valuable volunteer experiences. Our volunteer services team has their pulse on chapter

resource needs from a personnel perspective. They monitor, and work with the directors to learn what their immediate, and upcoming volunteer needs are, and set up our volunteers for success. They are also responsible for promoting the value of volunteering and volunteer opportunities that we have available through our marketing and communication channels.

If you have an interest in HR, Recruitment or Internal Communications, want to increase your network and/or you want to grow your internal comms or marketing experience then this could be the right portfolio for you to volunteer for.

Manager, Volunteer Services

You're a people person and love to learn about others' strengths while helping them apply those strengths in a fitting volunteer opportunity. You have an affinity for the human resources function of an organization (or have an interest in building this skill set for yourself) and love engaging people (volunteers). You also enjoy recognizing people for their contributions and are interested in learning how our volunteers would like to be recognized.

Working closely with your director, you will help to identify and fill volunteer roles across the various portfolios/committees, as well as plan and execute volunteer recognition activities and managing volunteer enquiries.

Duties & Responsibilities:

- Recruit new volunteers as required and support retention of existing volunteers (help re-assign volunteers, make suggestions to better engage volunteers, etc.)
- Understanding the volunteer needs of the chapter and keeping volunteer opportunities up to date on the website
- Reviewing and approving role descriptions (as needed by the director)
- Contribute to development of meaningful role descriptions for volunteers and support development of roles for remote members.
- Pre-screening and onboarding volunteers and volunteer recognition activities.
- As assigned by your director, respond to volunteer inquiries in a timely manner regarding general volunteer information, and connect potential volunteers with other managers as appropriate.
- Support implementation and upkeep of the chapter's CRM ensuring all volunteers are profiled (including current role, length of service, areas of interest, etc.).
- Collaborate with the director to collect volunteer feedback throughout the year, ensuring we have a pulse on the overall volunteer experience.
- Coordinate one volunteer appreciation activity/event, during the board year, with your director.

Manager, Volunteer Recruitment

You're a people person, who is experienced and passionate about planning and executing effective integrated marketing campaigns. You understand the benefits and value of volunteering, and you are an ambassador for our chapter.

Working closely with your director, and the marketing + communications team you will help develop online and offline campaigns, and promotional materials about the benefits of volunteering, and opportunities available. This will include general year round promotions and supporting the incoming president on board recruitment and portfolio manager recruitment. You will also help us to keep all volunteer opportunities up to date on our website, and fortnightly newsletter.

Duties & Responsibilities:

- Work with your director to create a volunteer recruitment strategy and budget for the year.
- Plan and execute marketing campaigns focused on the benefits of volunteering marketing plans to promote the benefits of volunteering, and volunteering opportunities across our digital channels, in collaboration with our marketing + communications team. These campaigns will include board and portfolio manager recruitment and a 'thank you' Volunteer Week campaign.
- Promote volunteering benefits to members at all events, in collaboration with our communication and marketing team.
- Keep volunteer opportunities up to date on the website
- Submit the latest volunteer postings to our bi-weekly Connect newsletter.

Membership

The portfolio is focused on 3 key areas: Member relations (to manage and respond to member enquiries), Member research (to understand our membership base and the wider community), Member Recruitment + Retention (growing our member base and connecting our members to chapter programming and opportunities).

The Membership team also keeps IABC/BC connected with IABC (head office) on membership promotions and initiatives as well as planning and executing chapter specific marketing activities. The volunteers in this portfolio live and breathe our membership list, gain knowledge about all the levels of membership and our chapter's demographic breakdown and have a deep understanding of the importance of this portfolio and that proactive membership recruitment activities are vital in order to grow our chapter.

If you are passionate about IABC/BC, meeting new people, promoting our chapter to current and existing members or using research and data to help us grow our

organization, then this may be the right portfolio for you.

Manager, Member Services

You are a people person, with excellent communication skills and an understanding of what good customer service is. As one of the first points of contact for our members, you are a friendly and professional communicator who is confident responding to members via email or phone. You are an IABC/BC brand ambassador, keen to connect our members to chapter events and programming.

Duties & Responsibilities:

- Support the director in responding to inquiries from current members, and prospective members in a timely manner.
- Be one of our main contacts for members and prospective members to learn about IABC/BC and what we offer locally, nationally and globally.
- Identify membership retention opportunities to continue to retain existing members and advise recently lapsed members of their current status with a reminder to renew their membership (among other strategies you may develop with your director).
- Ensure all new, renewing and lapsed members are contacted personally, as well as those accomplishing achievements worthy of recognition.
- Support the director in responding to inquiries from current members, and prospective members in a timely manner.
- Be one of our main contacts for members and prospective members to learn about IABC/BC and what we offer locally, nationally and globally.
- Support in the planning and delivery of regular informal IABC *Get Connected* in-person events with the manager, member recruitment, to orient new and prospective members.
- Contribute to identifying members for profiling in our bi-weekly Connect newsletter, and other communications channels, as content is needed in working with your director and marketing + communications.
- Perform other duties as may be required by the board and the membership.

Manager, Member Research

Not only do you love data, but you also speak the language of averages, preferences, stats, reach, sentiment, etc., and love to analyze data and translate it into something meaningful.

In this role you will be a champion of research and understanding our membership.

Duties & Responsibilities:



- Work with your director on research activities as part of developing the membership portfolio plan and budget to grow IABC/BC membership over the coming year(s).
- Develop, execute and maintain a robust research plan for the chapter to provide us with valuable insights about our membership base.
- Perform deep dives into our membership database to understand who our members are, and where there are opportunities for growth or additional retention activities.
 - such as finding out why lapsed members are or are not renewing, and why new members joined.
- Work with our research sponsor on the annual membership survey.
- Collaborate with the Sponsorships + Partnerships portfolio on Community + Competitor research activities.

Manager, Member Recruitment

You are a passionate IABC brand ambassador who enjoys meeting people. You are a marketing strategist who is adept at creating integrated marketing campaigns (or wants to learn how to) and understands the important balance between retention and recruitment activities in the growth of IABC/BC membership.

You will work with the portfolio director and the Marcomms team on online and offline materials and campaigns to promote IABC/BC Membership including Membership month promotions. You will also provide support for the #MyIABCStory campaign such as facilitating introductions between members and the MyIABCStory manager. Also work with the portfolio director on strategies/campaigns to grow corporate memberships and increase engagement with corporate members.

Duties & Responsibilities:

- As part of the membership team, collaborate in strategy development and initiatives to attract and retain members, and work with other portfolio managers to implement.
- Collaborate with your director and the communications and marketing team to create ongoing recruitment and marketing communications/materials, including updating and distributing chapter membership package and information to prospective members (including print materials, designed by creative sponsor).
- Collaborate with the marketing and communications team to plan and execute effective digital marketing campaigns to:
 - Increase awareness of IABC/BC across online and offline channels
 - Promote the benefits of membership in engaging and varied ways .
 - Support Member Month (Oct and March)
 - Educate, attract and engage current, as well as potential corporate members
 - Grow the #MyIABC/BCStory campaign



- Work with your director to ensure all ambassadors/volunteers throughout the chapter are aware of International activities related to membership recruitment.
- Work with the director, marketing & communications to ensure member information on the website is regularly updated to reflect membership opportunities.
- Contribute to identifying members for profiling in our bi-weekly Connect newsletter, and other communications channels, as content is needed in working with your director and marketing + communications.
- Work with the student + new communicator services team to assist with ongoing membership recruitment at the student level.

Events

This portfolio is collectively responsible for all of our IABC/BC events, from professional development speaker and workshop events to our networking events. We look to this team to deliver professional IABC/BC event experiences that create a welcoming environment for all of our attendees, create meaningful connections and have fun at the same time.

This team will work together to manage our events and mentor new event managers to run our events and gain professional event management experience.

Manager, Professional Development Events

You are a people person who values professional development, and feels passionately about offering high quality in personal learning opportunities to help communicators advance their careers - and you love to plan events.

In this role, you will gain deeper skills in project and event management. You will work with the portfolio director/s to plan and execute varied, engaging and interesting PD events that cover a mix of themes such as digital & tech, comms practices, leadership/influence and our popular media crawl.

We may have multiple portfolio managers to help us with our PD events

Duties & Responsibilities:

- Help your director/s to develop a program plan for the year that will be deliver varied, engaging, informative and topical PD events covering a variety of themes/topics in different formats such as panel discussions and workshops.
 - These events may include joint effort with other portfolios (like Students/New Communicator Services, SIGs, etc) and partnerships with other organizations
 - Topics themes could include digital & tech, comms practices, leadership, and our popular media crawl.



- Collaborate with the events director to develop a cost-recoverable professional development program plan that includes evaluation strategies.
- Manage a subcommittee of event manager volunteers to assist in planning and implementing the professional development program and provide volunteers with a valuable experience.
- Help us to identify interesting speakers from the Vancouver community at large as well as our membership
- Help us to source low-cost venues, food & drink suppliers, as well as suggesting potential sponsors.
- Work with the events director to facilitate and manage all details of professional development activities, including: speaker/presenter arrangements, speaker gifts, event set-up with Office Suites, coordination of physical facilities and catering, post-event measurement.
- Work with the marketing & communications managers to ensure professional development activities are adequately promoted.
- Analyze professional development survey results and other research data to enhance the ongoing effectiveness of our professional development events program.
- Compile all data related to the professional development portfolio to provide continuity to the successor.
- Develop strategies that will provide support and assistance to other areas of the chapter in hosting events so all events are delivered in a professional manner and appropriately branded IABC/BC.
- Identify sponsorship needs for your program, as needed, and provide to the Sponsorship portfolio.
- Respond to enquiries from IABC/BC members and the public regarding networking events.
- Carefully document event planning requirements for use in future years, using IABC/BC Google Drive and encourage event team collaboration on *Basecamp*.
- Working with networking events program manager to ensure all events are aligned and are tracked on the chapter's activity calendar, so not to conflict.

Manager, Networking Events

You are an outgoing, confident people person who loves in person networking opportunities and believes that they are an important aspect of any professionals career advancement - as well as for the growth of our chapter and member engagement. If you love planning fun, engaging, themed events and want to hone your skills then we are looking for you.

In this role, you will gain deeper skills in project and event management. You will work with the portfolio director/s to plan and execute varied, engaging and themed networking events.

We may have multiple portfolio managers to help us with our networking events

Duties & Responsibilities:

- Work with your director/s, events to develop an event plan and budget for the year for five networking events from September to June: September kick-off, December holiday social, April spring social, our chapter Wave Awards in June, and June summer kick-off) which includes promotion and evaluation strategies.
- Manage a subcommittee of volunteers to assist in planning and implementing the networking events
 - Including coordination of event logistics (venue, catering, AV, décor and entertainment, as required), distribution of post-event surveys, etc.
- In collaboration with your events director, develop fun and engaging event concepts and themes to drive event attendance and provide strong value for membership.
- Proactively identify sponsorship needs for your events, as needed, and provide to the Sponsorship portfolio in a timely manner
- Respond to enquiries from IABC/BC members and the public regarding networking events.
- Work with the marketing & communications team to ensure that networking events are adequately promoted across our chapter channels including event registration, invites and social media posts.
- Analyze post-event survey results and other research data to identify ways to further enhance our networking events and add more value to members.
- Carefully document event planning requirements for use in future years, using IABC/BC Google Drive and encourage event team collaboration on *Basecamp*.
- Work with the director/s, events to ensure that all events are aligned and are tracked on the chapter's activity calendar, so that there are never event conflicts.

Career Development

This portfolio is responsible for helping members and prospective members grow their career prospects, giving back to the communications profession and supporting local organizations through the management of programs such as the Gift of Communication, Mentorship, professional certification, and our various awards programs.

Managers in this portfolio are enthusiastic people leaders skilled at bringing new and innovative programs to life. A champion of lifelong learning and development, you're all passionate about helping fellow communicators to connect and find meaningful experiences in which they can share and build their expertise.

Manager, Recognition + Awards

You are passionate about recognizing and celebrating your peers, and you see the value in Awards programs as an effective way of demonstrating excellence in our community

and helping professionals to position themselves as experts. You love helping others receive recognition for the important and meaningful work we do as communicators.

Here at IABC/BC there is an extensive history to the award program opportunities available to our members, from local, to regional and international. In this role, your main priority will be our chapter awards, the Wave Awards where your efforts will be focused on driving awareness of the Awards program throughout the year (not just at nomination time). You will also work closely with the planning committee for the awards event itself to help make the evening a wonderful celebration of all of our talented members. In addition to the Wave Awards you will also help us with promotions for the Silver Leaf and Gold Quill awards.

In essence, you are a cheerleader for our members - focused on ensuring that they are celebrated and recognized for their successes.

Duties & Responsibilities:

- Promote and encourage members to submit entries for the IABC Canada Silver Leaf (spring/summer) and IABC International Gold Quill awards programs (winter) through working with our marketing and communications team
- Work with the marketing and communications team to showcase our members on the IABC/BC website including:
 - Silver Leaf award winners
 - Gold quill award winners
 - ABC's, Fellows and Master Communicators
 - Wave Award winners
- Collaborate with the Wave Awards committee and the director/s, career development and events to plan and execute a successful annual awards program which builds on the success of the previous year. This will include:
 - Idea sharing to identify ways to grow the awards such as new categories
 - Provide support for deliverables such as marketing materials and the print program for the event as required
 - Collaborate in the development of a marketing campaign to encourage nominations
 - Work with all the stakeholders on the Wave Awards to ensure that the nomination process goes smoothly.
- Work with director, student services, to recruit evaluators for the SAIL award, and to ensure that the SAIL award program follows relevant standards and practices as related to the Wave Awards program.

Manager, Certification

As the certification lead for the chapter, you understand the value of the program both as a means to solidify a communicator's expertise, and to demonstrate proficiency. You have a

deep desire to help others move forward in their careers and to help build the reputation of communications as a leadership capability. You have the patience to support a relatively new program as it matures, and the desire to contribute your insights and skills for the benefit of the communications community.

Duties & Responsibilities:

- As the certification representative, liaise with the Canada West Regional certification chair, members of the GCCC and IABC leadership responsible for certification.
- Raise awareness of the program and communicate program changes and updates to IABC/BC membership, working within chapter processes, as the program unfolds.
- Field questions about certification from members.
- If approved, organize the hosting of an exam session locally in our chapter and manage subsequent details, including recruiting exam proctors, and meeting GCCC requirements, etc.
- Report on progress to your director, career development.
- Prepare mid-year and year-end reports.
- Collaborate with other portfolios, as required, to recruit accredited or certified volunteers for roles in which senior expertise is needed.

Manager, Gift of Communication (2 roles)

IABC/BC's Gift of Communication program brings together IABC/BC members who volunteer in teams of one senior and one junior communicator, to help solve communication issues for local non-profit agencies. Each team consists of one mentor and one senior communicator and one not-for profit organization member. This win-win opportunity allows IABC to make a difference in the local community, while showcasing the communications profession and its flagship association.

As one of two program managers, you put your stamp on one of our most loved and memorable programs. Expand and reinforce your project and program management skills, and build your network of altruistic, crazy creative, strategic communicators.

Duties & Responsibilities:

- Work with your director, career development to deliver a quality Gift of Communication program in the spring through establishing a strategic program plan, including measurable objectives with associated deliverables and timelines.
- Update program documentation including request for submission, letter of agreement, etc.
- Engage with volunteer agencies to elicit submissions from non-profit organizations.
- Develop additional volunteer role descriptions and work with your director to recruit IABC mentors and IABC mentees as needed.
- Develop criteria for acceptance into the program and review submissions; select recipient organizations and match volunteers to organizations.

- Provide orientation and guidance to Gift of Communication teams.
- Manage a launch event to kick-off the gift of communication program and welcome the teams before they commence work together.
- Oversee delivery of program; monitor progress of each team through a pre-planned check-in schedule.
- Plan and deliver program communications, working within chapter processes.
- Report on progress to your director on a monthly basis.
- Create and carry out interim and final measurement plans to determine success of programming and course-correct where necessary.
- Prepare final report at end of year (June 2018).
- Plan a wrap-up event at the end of the session.
- Collect all projects by each team.
- Send out a survey at the end of the program to gain feedback and to suggest any recommended changes for next year.

Manager, Mentorship

Mentoring is an enriching experience for both the mentees, who benefit from the advice and insights of a senior practitioner, and mentors, who have the opportunity to influence and support the career of a junior communicator. The IABC/BC Mentorship Program purposefully facilitates this career-enhancing experience.

Duties & Responsibilities:

- Work with the program manager, networking events to organize speed-mentoring events, and a mentorship program to connect senior members with foundation-level communicators.
- Organize a formal mentorship program, similar to our programs in years past, where mentors and mentees are paired up over a short time frame.
- Work with director, career development to establish strategic program plan, including measurable objectives with associated deliverables and timeline.
- Update program documentation, including mentor and mentee application forms, mentorship toolkit, etc.
- Develop additional volunteer role descriptions for “pair care” team members to assist with program activities; work with your director and the volunteer services team to recruit for these roles.
- Oversee delivery of program, including kick-off and wrap-up events, matching mentorship pairs, managing pair care team and organizing the “mentorship lite” opportunity.
- Plan and deliver program communications, working within chapter processes.
- Report on progress to director, career development, on a monthly basis.
- Create and carry out interim and final measurement plans to determine success of programming and course-correct where necessary.
- Prepare final report at end of year (June 2018).

Student + New Communicator Services

This portfolio is focused on attracting, engaging and supporting students, new communicators (less than 5 year's experience) and newcomers to the province.

You will work to build relationships with schools across the province and other organizations such as SOPA Mosaic and WorkBC to raise awareness of IABC with upcoming grads in relevant professional programs. new communicators and BC newcomers.

The New Communicators program will support communicators with less than 5 years of experience in the industry as well as students in related fields of study. This is a critical time in a person's career when cementing critical skills, creating valuable networks and exploring different areas of focus can lay a strong foundation for career success.

Manager, Student Engagement

Are you a current student or recent grad passionate about the communications profession? If you like to network, build relationships and take initiative, this role might be for you. Help increase awareness of IABC/BC by connecting students to the benefits that IABC/BC offers to those on the path to becoming a communications practitioner.

In this role you will work with the portfolio director to plan and execute initiatives to attract and engage students such as developing online and offline promotional materials. Your focus will be on student recruitment and engagement, as well as ensuring that the chapter is providing relevant value-add content to students (such as programing, articles etc.).

Duties & Responsibilities:

- Collaborate with your director to develop a strategic plan and budget for the year.
- Implement a plan to recruit student members and prospects, in cooperation with your director and the director of membership.
- With your director, develop and maintain IABC/BC-specific student recruitment materials for use at events and promotional activities; including developing and maintaining an IABC/BC specific student recruitment package for use at events and promotional activities, including print collateral.
- Work with your director, membership and marketing + communications teams to create a standardized presentation that tells the IABC story to students.
- Develop and nurture relationships with local postsecondary institutions and leverage all recruitment opportunities within those institutions: Such as SFU, UBC, Royal Roads, BCIT and Langara.
- Establish an outreach program with post-secondary institutions that offer programs related to the communication industry.
- Be the key lead for the SAIL (students advanced in learning) Wave Award, working



closely with our Wave Awards committee and the director, students + new communicators. You will focus on promoting these awards to generate student nominations and raise awareness of the awards program; including developing/assessing potential for a bursary program / partnerships with local schools.

- Work with school program chairs to identify future opportunities for IABC to provide advisory input at the program level.
- Nurture relationships with potential student members.
- Identify and recruit student ambassadors (with support from Director, Students + New Communicators)

Manager, New Communicators + Newcomers

Are you a communicator in the early stages of your career, or a newcomer to the beautiful province of BC? Or perhaps you remember vividly what it was like to be new in this field of work, or this province? If you are a people person who is passionate about helping us to promote IABC/BC and developing beneficial programs for these budding-communicators and newcomers trying to be successful in a new place then this may be the perfect role for you.

You will work with a variety of other portfolios in our chapter in this role. Help us to drive awareness of IABC/BC in the community by planning and executing initiatives focused on educating and engaging new communicators and newcomers. This may include identifying potential strategic partnerships such as Mosaic SOPA, creating marketing materials and providing suggestions for added-value content.

Duties & Responsibilities:

- Work with director, students + new communicators to establish a strategic plan including measurable objectives with associated deliverables and timeline.
- With your director, and manager, student engagement, develop and maintain IABC/BC-specific new communicator and newcomer recruitment materials for use at events and promotional activities
- Identify new communicators and newcomers to feature in our signature #MyIABCStory campaign.
- Work with your director, and the membership and marketing and communications teams to create a standardized presentation that tells the IABC story for new communicators and newcomers to the province.
- Help the career development team identify new communicators to participate in our gift of communication and mentorship program and promote these program opportunities to your growing network of new communication professionals and encourage their participation.
- Work in collaboration with the SIGs team to identify/recruit and advise a new communicator SIG champion.

- Report on progress regularly to Director, Students + New Communicators

Manager, Student + New Comms Events

Are you a current student or recent grad passionate about IABC/BC and the communications profession. Do you love networking and attending local events? Then you may enjoy this role.

We're looking for someone to work under the direction of the director, students + new communicator services to plan and execute a minimum of three IABC/BC events during the chapter year that are tailored for students, new communicators and newcomers, as well as identify opportunities for IABC/BC to speak or be represented at other events such as SFU's annual event 'Careers in Communications' and BCIT's 'Schmoozapalooza'.

Duties & Responsibilities:

- Collaborate with your director, manager, student engagement and manager, new communicators + newcomers to create and implement an event plan for the year which includes a minimum of three events tailored for students, new communicators and newcomers (may include adding tailored elements and/or student opportunities to other chapter events such as speed mentoring) and other schools events.
- Coordinate with the director, students + new communicators and exec on opportunities to appear at external events held by schools and other organizations
- Collaborate with the marketing + communications team on event promotions including event registration, invites and social media posts.
- Identifies sponsorship needs, and opportunities for partnerships and provide those to the director of students + new communicator services and director, sponsorship to pursue.

Marketing + Communications

The portfolio is collectively responsible for all the marketing and communications activities of the chapter, from running our social media channels to producing our bi-weekly Connect newsletter (to a growing list of subscribers including members and non-members), our website content, and more. You will work with the director of marketing & communications as a committee to deliver an integrated marketing & communications plan ensuring all our chapter goals are supported.

Manager, Social Media

Do your friends consider you the king or queen of hashtags, likes and retweets? We're looking for an experienced communicator that lives and breathes social to help us continue to build our presence on LinkedIn, Twitter and Instagram. Help us communicate with members and build our profile both locally and internationally as a community where

communications matters.

The social media manager will work under the direction of the director of marketing communications, while communicating directly and collaborating with our team of digital strategists, as well as other portfolio leads. In this role, you will be responsible for overseeing the activity on our social channels: Twitter, Facebook and LinkedIn, ensuring that they align with IABC Brand Guidelines and social media best practices, whilst meeting the needs of the chapter leaders.

Duties & Responsibilities:

- Collaborate with the director of marketing & communications to develop content strategies and tactics for all of our social channels.
- Manage & coordinate requests for social media activity from portfolio leads and curate content as needed.
- Draft and schedule social media posts across all channels as needed, or assign to social media coordinator volunteers (once confirmed).
- Monitor and review of our social media channels to provide other recommendations for activities to increase engagement.
- A bi-weekly basis, scan other chapters' social media channels for content ideas and inspiration, and for possible content to share to our channels.
- Maintain a social media content calendar for Facebook, Twitter and LinkedIn to reflect our priorities and timelines, and factor in ad-hoc changes as needed.
- Maintain lists of sponsors, influencers, other chapters, and IABC leaders and regularly engage through retweets, shares, etc.
- Review with your director, and assess need for launching other possible social media channels, like Snapchat and/or Instagram, etc. Where advising to join a new channel, outline the business case and longer-term plan to propose to the board.

Manager, Website

Are you the person your colleagues or friends turn to when they have a question about digital technology? We're looking for an individual who can help us make our website great – from content management to minor coding and/or design. Experience in a content management system, ideally WordPress, or similar is considered an asset.

Duties & Responsibilities:

- Collaborate with the director, marketing & communications to develop a website strategy and project plan including budget for the year
- Works directly with the director, marketing & communications to establish project scope, goals and needs for ongoing support for the site.
- Identifies sponsorship needs for the website and share requirements with the sponsorship portfolio.
- Develops and issues the RFP for any work required by third parties.



- Manages the relationship with the website service provider, and acts as the liaison between them and the chapter board to provide regular progress updates.
- Acts as project manager from development to implementation, as required.
- Identify needs (and budget) for ongoing maintenance of the site.
- Coordinate development of all initial web content, in collaboration with all relevant portfolios and volunteers.
- Maintain up-to-date website content, and coordinate significant web changes, as required.
- Oversees the annual member events calendar.
- Carries out an annual audit of the site to ensure that content stays up to date, as well as review the sites of other chapters to aid recommendations to improve our site.
- Collaborates with the analytics manager to understand website performance and opportunities for testing and ux improvements.

Manager, Digital Analytics

Do you love data and performance dashboards? Are you well versed with Google Analytics? The digital analytics manager will help the marketing and communications team to understand the performance of all our communication channels, and provide data driven recommendations to optimize activities. This new role in our chapter will work closely with the website manager, and other marketing and communications committee members.

Duties & Responsibilities:

- Develop and manage performance dashboards for our communication channels.
- Provide monthly performance reports on our channels including recommendations for a/b testing or campaign optimization and website user journeys.
- Identify and manage the relationship with our analytics sponsor/service provider and serve as our liaison. Reporting to your director to ensure the board is informed of our month-to-month performance.
- Collaborate with your director to identify tools (and subsequent budget) for any ongoing data or testing activities that you advise. Pending board approval, implement and trial.

Manager, Email Marketing

Are you a MailChimp champ? We are looking for an email marketing guru to strategically manage our email communications activities to optimize this important and critical communication vehicle. We currently use email across two platforms, CVENT and MailChimp, and you are ideally familiar with both or have a combination of related experience. You will recommend and implement ways to improve our email performance and engagement with members and prospective members.

Duties & Responsibilities:

- In collaboration with the marketing & communications director, and director of membership, you will develop and implement a structured email marketing program that we can measure year-to-year and make improvements upon.
- Recommend and implement new initiatives to improve performance and responsiveness to our email design and content.
- Oversee the management of our bi-weekly Connect newsletter ensuring the content cycle is timely and includes ample time to call for content each issue. You manage this revolving door of content for the chapter.
- Manages daily-weekly-monthly data-driven analysis and reporting of campaign and overall channel performance, including funnel performance, conversion metrics and segment analysis.
- Report on email activity to your director each month.
- Develop email guidelines to determine when it is relevant to send specific emails outside our Connect newsletter, and in doing so, support directors and managers as needed in sending specialized member communications using MailChimp.

Manager, Blog

Are you an editor at heart? Are you able to take draft copy and turn it into reader-friendly and search optimized online content that gets found and leads to action? Then this role is for you! The blog manager will work under the direction of the director of marketing & communications, while communicating directly with our team of digital strategists and with other portfolio leads for content. In this role, you will be responsible for overseeing all blog submissions, ensuring they meet our editorial guidelines, are optimized for SEO, and have appropriately formatted images, before being published in accordance with our shared content calendar.

This role is for a communicator with experience in Wordpress CMS. Access to and experience with Photoshop and InDesign would also be an asset but is not necessary. Above all, you're organized and detail-oriented.

Duties & Responsibilities:

- Manage requests for blog submissions from volunteers based on predefined content calendar, and escalating any submissions outside of the planned calendar and/or that do not provide added-value content to members (i.e. no purely promotional posts permitted).
- Update our shared content calendar as necessary to reflect changing priorities and timelines (under the direction of our marketing + communications director/s).
- Draft blog posts in Wordpress based on submissions, when required.
- Review, edit, and schedule/publish blog posts drafted directly in Wordpress by digital strategists.

- Provide creative support by generating creatives for campaigns and blog posts as needed.

Manager, MyIABCStory

Are you a passionate storyteller with excellent writing and editing skills? Have you seen our #MyIABCStory campaign and loved it? Do you love meeting new people and hearing their stories? If your answer is yes to these questions then we need you.

We are looking for a talented communicator to help us grow our signature #MyIABCStory campaign. In this role you will be focused on identifying and developing new stories that represent the vibrant mix of communicators that we have in our chapter.

Duties & Responsibilities:

- Collaborate with the Director/s Marketing + Communications to create a robust marketing campaign plan to grow #MyIABCStory and leverage it to drive awareness and memberships for our chapter. This will include generating new stories and social media efforts.
- Work with Membership, and other portfolios to identify members who may have a great #MyIABCStory to share
- Create and publish 1 or 2 new #MyIABCStory per month; this may be reviewing / editing submitted stories or interviewing members and writing the stories for review.
- Collaborate with the manager, video to develop video content to support the MyIABCStory initiative.

Manager, Video

Do you love video? Have you created video's in different formats using different tools and software to support marketing efforts or just for fun? We're looking for someone who is adept at creating engaging and varied video content to support a diverse range of programs and promotions.

As our manager, video you will collaborate with the director/s marketing + communications, managers and other portfolio's directors to create video content that support our chapter goals. You will be our video champion, and our go to for questions and guidance about video best practices.

Duties & Responsibilities:

- Collaborate with your director/s marketing + communications to create a video strategy for the coming year.
- Create 'how to's and guidelines on video content that can be used by the wider chapter volunteer team and your predecessor
- Plan and create videos to support events, chapter programs and recruitment (both memberships + volunteers) as part of integrated marketing campaigns

- Work with your director/s marketing + communications and the manager, MyIABCStory to support the MyIABCStory initiative.

Manager, Creative Services

Are you a whizz at Photoshop and InDesign? Are you confident and competent in creating a variety of creative materials such as event banners, infographics, org charts and case studies?

If you are an experienced graphic designer, or you're currently mastering your graphic design skills then we need you. Grow your portfolio of work while supporting us with our creative needs.

Duties & Responsibilities:

- Manage all creative requests from chapter leaders and other volunteers including communicating resourcing needs to your director/s.
- Work with the director/s marketing + communications to establish robust processes for creative requests
- Create on-brand creative assets such as banners to promote events, infographics and handouts.
- Create simple, on-brand templates that can be used for different purposes
- Ensure that all creatives and materials with graphic design elements are on-brand and reflective of our chapter.
- Proactively identify ways to enhance marketing collateral and other chapter materials (both online and offline) with creative elements.

Special Interest Groups

Our SIG program provides focused opportunities to network and share ideas on topics of interest in a small group setting. Our SIG program is championed by individual members, and offers informal opportunities to connect, learn and exchange knowledge with peers. Members and potential members have derived tremendous benefit from these targeted networking / learning opportunities, ranging from specialized areas like Health, Internal, and Digital Communications, to Senior Communicators and Independent Communicators. We are continuing to build on the success of this program from past years and grow our offering of more SIGs to all levels of communicators. As these meetings are free to members, it is a significant value-add to our membership and BC is a IABC global leader in managing a successful SIG program.

Manager, Special Interest Groups

You are a people person and enjoy seeing others make meaningful connections within their network, and learn from their peers. With your honed project management skills, you will facilitate the logistics of this program and oversee program marketing.

Duties & Responsibilities:

- Collaborate with the SIG director to develop a strategic plan to grow our budding SIG program and serve more members and prospective members than last year.
- Work with the SIG chairs to gather event details for event registration and promotion purposes and ensure SIG meetings are scheduled with adequate lead time.
- Work with the marketing and communications team to ensure all SIGs are adequately promoted across our chapter channels.
- Act as the SIG chairs' point of contact for the program, answer questions, and provide support as needed.
- Provide relevant email updates to SIG Chairs about upcoming chapter activities to verbally promote at individual SIG meetings, support SIG chairs as chapter ambassadors.
- Produce a summary report at the end of the program to evaluate the program's success at year-end, including attendance, and feedback from the chairs to improve the next year.
- Work with the SIG director, the membership team and board, to identify potential SIG chairs as needed to provide a diverse offering of SIG meetings for IABC/BC.
- Develop SIG program procedure materials to ease future onboarding of new SIG chairs, and document this new portfolio's activities for future chapter reference, in the IABC/BC Google Drive, and to support your successor's onboarding.
- Update the IABC/BC chapter activity calendar to ensure SIG meetings do not conflict with other programs and events, etc.

Sponsorships + Partnerships

Developing mutually beneficial relationships with businesses and organizations in the local BC community is vital for the health of our chapter. Not only is it a source of revenue for our chapter, but it also enables us to deliver meaningful programming to our members and enables us to connect them to other BC communities. This portfolio is responsible for proactively identifying, approaching, and building meaningful relationships with potential sponsors and partner.

Through in-kind and cash sponsorships, our sponsors help to make all our IABC/BC programs and events possible. But we don't just want cash sponsors, our goal is to also partner with other organizations and associations to expand and enhance our event programming. This portfolio is also responsible for our Jobline, and advertising opportunities for employers to post jobs to our members. This is a revenue generating portfolio and requires efficient, detail-oriented, and outgoing volunteers to liaise with our sponsors, etc.

Manager, Advertising + Jobline

Are you interested in helping connect your peers with opportunities to enhance their careers? We're looking for communicator who has a finger on the pulse of who's hiring, who's not and where there might be opportunities to build relationships with local employers in behalf of IABC/BC. Jobline is a critical member benefit and we'd like to be the number one local resource for job searches in our profession.

Jobline is currently one of our biggest revenue generators but we need to identify other potential sources of revenue such as offering advertising space in our fortnightly newsletter Connect. In collaboration with the director Sponsorships + Partnerships you will brainstorm and provide proposals for additional revenue generation that is in line with our brand and the needs of our members.

If you are interested in a career in advertising, business generation or as an account manager for an agency then this could be the perfect role for you.

Duties & Responsibilities:

- Manage Jobline operations and service for local organizations wishing to advertise job opportunities to members and local communications and marketing professionals.
- Collect data to report trends in sponsorship and Jobline activity comparing year-on-year.
- Develop and execute a marketing campaign, in collaboration with the marketing + comms team to promote jobline across our digital channels.
- Develop offline materials, and implement their use, to promote jobline externally to hiring managers and HR teams looking to reach our membership with their job postings.
- Communicate with hiring managers to ensure their posts are being shown properly on our site.
- Identify opportunities to generate additional revenue for our chapter such as advertising space in Connect, promotional tweets about a local event suitable for our members or sponsored blog posts - and execute if approved.

Manager, Client Services

You're a keen relationship builder who understands the value of creating and maintaining mutually beneficial partnerships. You can identify, approach, and engage business partners, with confidence and enthusiasm. With support and direction from the director, sponsorships and partnerships you are able to generate and negotiate opportunities both for IABC/BC and local organizations

You have strong business acumen, a passion for IABC/BC and relationship building and you enjoy working with both internal and external partners to generate revenue and secure

resources needed to deliver meaningful programming and opportunities for current and prospective members. In this role you will gain invaluable client services, management and budgeting experience.

Duties & Responsibilities:

- Work with the Director Sponsorship + Advertising to determine sponsorship needs (financial and in-kind) for the upcoming year.
- Maintain IABC/BC's sponsorship program and website content, and support the development of sponsorship agreement documentation for the chapter.
- Collaborate with the sponsorships + partnerships team, and portfolio directors to identify sponsor opportunities across all chapter programs and initiatives, including programs like Gift of Communication, Mentorship, etc, to offer additional sponsor involvement.
- Manage the relationships with existing sponsors and partners including: ensure proper recognition activities are carried out and inviting them to chapter events.

Manager, Community + Competitor Research

Are you very active in city life here in Vancouver? Do you go to lots of events or have a wide network? Or maybe you just like to keep your finger on the pulse as to what's going on in the local community. If you're answering yes to any of this then we are looking for you.

We need someone who has a decent knowledge of Vancouver, and the different organizations and events within the local community - and the smaller communities within such as marketing + comms / creative types, agencies and tech.

If you love going to events, or enjoy staying up to date on trends here in the city then this may be a great role for you. We are looking for someone who will be a champion of research and understanding our community, competitors and opportunities for partnerships, sponsorships and chapter growth.

Duties & Responsibilities:

- Work with your director on research activities to understand Vancouver communities and activities
- Gather intel on key competitors such as associations, and groups organizing successful events and provide insights including:
 - Who our main competitors are and how big they are
 - What events they are running: themes, locations, ticket prices and sponsors
 - Contact information for potential relationship building
 - Any membership crossover such as CPRS
- Provide recommendations to the director, sponsorships + partnerships (and exec) on opportunities to partner with or appear at events.



- Collaborate with the membership portfolio to understand our membership including reviewing the annual member survey for insights to aid recommendations.