

IABC/BC BOARD MEMBER ACCOUNTABILITIES 2019 – 20

INSTRUCTIONS FOR THIS DOCUMENT:

The first seven pages provide general information about our board and outline the accountabilities that are applicable across all portfolios.

The subsequent pages outline the roles and responsibilities for each of the board roles. If you are interested in any of the roles outlined you will need to [submit your nomination form](#) by **April 6th, 2019**. You can contact our vice president at vicepresident@iabc.bc.ca, past president at pastpresident@iabc.bc.ca or visit iabc.bc.ca for more information about joining the board.

Updated by:
Adam Brayford, Vice President, 2018 – 2019

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MAJOR ACCOUNTABILITIES

All board members are accountable to:

1. Submit a draft portfolio plan in time for the second strategic planning meeting of the year (August), and a final version of an annual portfolio plan and budget prior to the first board meeting of the board year (September) to the board Executive.
 - a. Planning is done in collaboration with your Executive Board Buddy, and with your portfolio's Management roles.
 - b. The portfolio plans must be reviewed and approved by the Executive team before being finalized to ensure that there is appropriate alignment with the chapter's strategic plan for the year, and measurable objectives have been set.
2. Attend strategic planning session(s) in the summer 2019. Dates to be confirmed by May 2019, and provided in advance to secure everyone's availability.
3. Attend and prepare for monthly board meetings:
 - a. Board members must attend a minimum of seven of the eight monthly meetings, either in person or by telephone. In the event that you cannot attend, Board members must send a designate, preferably a Manager from their team, if they are unable to attend a meeting OR provide a portfolio update via their board buddy. .
 - b. Board meetings are the last Tuesday of each month from September to May each year, with the exception of December, for a total of eight meetings. June is the annual general meeting.
 - c. Upload monthly portfolio reports to the IABC/BC Google Drive by the Friday before the board meeting, to document month-to-month activities for chapter records.
 - d. Come prepared to all board meetings, read the previous meeting's minutes and action items, and be prepared for any discussions required.
4. Board Buddy Program: Every Director is paired with an Executive Board member as their Board Buddy for the year. This board buddy pairing is to support the Director with portfolio planning, strategic decision making, and general guidance throughout the year as needed between board meetings.

- e. Board Buddies are expected to meet once per month, at minimum, by phone or in person. During the Board Buddy meetings, the Directors personal development plan will be reviewed, which covers: Director's performance and progress towards their portfolio objectives. It should also capture any coaching or support needs that are identified.
- 3. Recruit and provide strategic direction and coaching to your committee / Portfolio Managers who support you in the development and implementation of your plan(s). Keep the board's chapter volunteer spreadsheet up-to-date throughout the year.
- 4. Serve as an ambassador for IABC/BC:
 - a. Every Board Member is an ambassador of our chapter, and should conduct themselves in a way that best represents the chapter.
 - b. Between Board Members, there is a shared responsibility to have at least one Board Member present at each event and program throughout the year.
 - c. As a minimum every board member is expected to attend three social or professional development events throughout the year, including at least one of the IABC/BC Get Connected events. Note: some Board roles will warrant more frequent attendance at chapter events.
 - d. Develop relationships with volunteers and event attendees to promote IABC/BC as the communicator's association of choice.
 - e. Actively promote IABC/BC to your network/s as when appropriate, and act as an ambassador for the chapter online such as liking and sharing content from the chapters official social media accounts.
- 5. Submit all expense claims to the Director, Finance in a timely manner, accompanied by a cheque requisition form and all receipts (form available on IABC/BC's Google Drive and Basecamp).
- 6. Identify sponsorship needs for the portfolio and provide those to the Director, Sponsorship.
- 7. Factor personalization into your approach for all program design and promotion, with the goal of ensuring the right offering finds the right members.

8. On a monthly basis, save all portfolio documentation on the IABC/BC Google Drive, to assist with succession planning and future strategic planning.
 - a. Participate in all discussions related to your portfolio activities using Basecamp. This tool is used for internal collaboration, building a community online with your portfolio volunteers, and a working-archive of planning activities to help reduce email volume - and support succession planning.
9. Represent the chapter at Dare to Lead, on May 23 – 25, 2019 in Edmonton, Alberta. This is the IABC Canada West Region's conference for chapter leaders to connect and gain leadership and professional development.
10. Respond to time-sensitive inquiries from members, other board members or volunteers and IABC International in a timely manner.
11. Advise the President or Vice President of any significant challenges that you face in accomplishing the duties expected in your Director role. If necessary, resign the portfolio post if the time required or duties expected exceed your ability to make a full commitment. Note: The President or Vice President may formally request your resignation if you are not carrying out the minimum duties of your role, or impact the Chapter in a detrimental way.
12. Perform other duties that may be required by the board and the membership throughout the year.
13. Support the recruitment of your successor, following the completion of your term on the board and/or manage the transfer of knowledge from your portfolio to ensure long-term success in your area for the chapter.
14. Compile all data related to your portfolio to provide continuity to your successor. Including, create processes and resources to effectively on-board team members in your team and/ or handover of the portfolio to your successor.

DECISION MAKING ACCOUNTABILITIES

All board members have a responsibility to:

1. Ensure that all of the activities in your portfolio align with your approved portfolio plan, budget and the chapter's wider strategic goals. This includes:
 - a. Ensuring that your activities are appropriately in line with the Chapters branding, values and business needs.
 - b. Ensuring that events and activities do not conflict with other portfolio activities, events, or significant current events.
2. Liaise with other board members on decisions that are required jointly, as per your approved portfolio plan and budget.
3. Bring forward any un-planned and un-budgeted activities/expenditures for discussion at the board level.
4. Participate in board discussions that affect the welfare of the chapter, regardless of whether the situation involves your portfolio.

The board as a whole is responsible for:

1. Any decision that involves an un-budgeted expenditure.
2. Any decision that involves an increase to an existing budgeted expenditure, when it exceeds \$1,000.
3. Decisions affecting the membership-at-large, such as a bylaw change or major changes in member programming.
4. Decisions significantly affecting one or more portfolios.

REPORTING ACCOUNTABILITIES

You are responsible for submitting a monthly portfolio report in writing, and a verbal update at the meetings if necessary. Reports should be thorough, but point-form / concisely packaged.

As outlined in the above sections, you are trusted and responsible for making decisions related to your approved portfolio plan and budget. Significant detail on these is not needed at each meeting unless it is asked for.

Board Reports

A template for the monthly portfolio board report is available on IABC/BC's Google Drive and provided each month by the Executive Administrator. Board reports will take the following simple format:

1. Objectives
2. Progress
3. Challenges
4. Upcoming milestones

EXECUTIVE BOARD ACCOUNTABILITIES

The primary accountabilities for each Executive Board Member includes, but is not limited to, the following (please see complete portfolio descriptions for a full list of portfolio activities):

Executive Board - President

(Already filled for 2019–20)

- Provide overall leadership for the board.
- Plan and execute, by August each board year, two strategic planning sessions of the board, either to develop a new three-year strategy or review and refine the strategy in progress.
- Lead the board in managing that strategic plan throughout the year to ensure successful execution.
- Facilitate IABC/BC board meetings and chair meetings of the chapter executive.
- Serve as a board buddy for portfolio Directors.
- Provide board buddy updates during monthly executive calls.
- Function as an authorized signing officer.
- Represent the chapter at a regional and international level, as required.
- Provide support and mentorship to all portfolio roles.
- Represent the chapter in professional, educational, community and public roles.
- Represent the chapter at IABC Leadership Institute and Dare to Lead.
- Monitor the use, accounting and responsible handling of chapter funds and resources.
- Maintain a record of the year's activities in the position and work directly with the Vice President in their role as successor.
- Lead the selection committee for the IABC/BC President's Awards for Outstanding New Volunteer of the Year and Volunteer of the Year.
- Ensure each board member has a clear succession plan for their portfolio.
- Communicate regular updates to members through one or several channels including Connect, website, blog, and social media.
- Succeed automatically to Past President after one year.
- Present/report on the past years Chapter activities at the Annual General Meeting

Executive Board - Past President

(Already filled for 2019–20)

- Attend monthly IABC/BC executive calls and serve as a board buddy for portfolio Directors.
- Participate in chapter meetings and programs.
- Preside over meetings in the event that both the President and the Vice President are absent.
- Provide counsel to the President and other officers of the chapter, as requested.
- Compile and submit chapter entries for the IABC Chapter Management Awards (CMA) for 2019/19 year.
- Choose a project to either plan and execute wholly, or to assist another portfolio with (optional), as approved by the President.
- Coordinate the board Call for Entries and the board nominating committee in collaboration with the Vice President.
- Coordinate with the Vice President, Executive Administrator to plan the IABC/BC Annual General Meeting (AGM).

Executive Board - Vice President

(Already filled for 2019–20)

You are an enthusiastic leader, an IABC/BC brand ambassador and excited to move the chapter forward. Keen to lead a dedicated group of chapter leaders who are committed to our community of marketing and communications members. If you are a member who is ready to step into this leadership position and gain invaluable entrepreneurial skills and business experience, this is the role for you.

- Succeed automatically to President after one year.
- Attend monthly IABC/BC executive calls and serve as a board buddy for portfolio Directors.
- Represent IABC/BC on the board of the IABC Canadian Western Region (CWR) and report to the IABC/BC board on all CWR activities.
- Function as an authorized signing officer.
- Represent the chapter at IABC Leadership Institute and Dare to Lead.
- Maintain relationships with other western region chapters.
- Review chapter bylaws, ensure they are accurate and current and present revisions to the chapter board and AGM, as required.
- Facilitate board meetings in the President's absence.
- Assist in orientation of new board members.
- Coordinate and develop leadership development opportunities for IABC/BC board members.

- Review and update all board roles and responsibilities prior to the start of the board year & manage board recruitment with the Past President
- Provide backup support to President.
- Maintain a record of the year's activities in this position and train successor.
- Work with the Past President and Executive Administrator to coordinate the IABC/BC Annual General Meeting (AGM).

Executive Board – Director, Finance

(Available for 2019–20)

If you love crunching numbers, and pride yourself on balancing budgets, while keeping expenses in check, then this role is for you. Gain critical budget-setting and fiduciary skills while supporting one of the largest IABC chapters in the world.

- Monitor and maintain the financial health of the chapter.
- Attend monthly IABC/BC executive calls and serve as a board buddy for portfolio Directors.
- Prepare and review “fundamentals of budget and finance” presentation for the directors at strategic planning session.
- Review proposed portfolio budgets and work with executive team to prepare annual budget for submission to the board within 60 days of the board's term of office and prepare updated budgets as required.
- Monitor and maintain bank accounts with Vancity.
- Update cheque requisition forms as required.
- Run revenue reports and complimentary reports each month for bookkeeper.
- Ensure accurate records of all financial transactions are maintained by the bookkeeper.
- Collect or arrange for collection of all money due to the chapter and ensure office administration company deposits them appropriately.
- Receive, process and pay cheque requisitions from portfolio directors and invoices from vendors in a timely manner. Ensure proper back up (invoices/receipts) is provided prior to payment.
- Collect cheques to distribute at board meetings and ensure office administration company mails out the remainder.
- Function as an authorized signing officer.
- Consult with board members and chapter members as required on issues relating to financial management.
- Research and make recommendations to the board on investments, banking institutions, uses for any excess funds, and financial policies.
- Ensure accurate financial statements are prepared by the bookkeeper. Distribute statements and explain financial position to the executive and board monthly.

- Work with selected accounting firm to conduct annual year-end review of financial records, at end of each calendar year. Recommend an audit if required.
- Attend Annual General Meeting and present/report on finances.
- Arrange for annual submission of Society's registration (in July, or as soon as new board is approved).
- Prepare (calendar) year-end report and tax forms for IABC headquarters.

Executive Board - Executive Administrator

(Already filled for 2019–20)

You are detail-oriented and enjoy project management and administration. You thrive on being a go-to person in your organization, known for being in-the-know, all while getting to know the communication landscape in the BC chapter. You are part of the IABC/BC Executive team and work closely with the President and Vice President to ensure all Board members have the information and resources needed to run each board meeting and support portfolio activities. You are also responsible for overseeing the digital files that keep IABC/BC operating year to year and documenting board meetings. If you are a highly organized, people person interested in learning more about the day to day operations of running the chapter then this is the perfect role for you.

- Coordinate and attend monthly IABC/BC executive calls and provide board buddy reports.
- Manager RSVPs and catering for each monthly board meeting.
- Working with the President, prepare monthly board meeting agendas and distribute to the board members as part of the monthly board package.
- Call for portfolio reports one week prior to each board meeting, to ensure everyone has 24 hours to read the report prior to each board meeting.
- Is authorized as a bank-signing officer.
- Record all actions and minutes of the board and all business of IABC/BC at regular meetings.
- Post meeting minutes and action items to the IABC/BC Google Drive no later than one week after the meeting.
- Maintain all chapter papers and records, as well as archives, artefacts, history and displays, via *Office Suites*.
- Maintain the chapter activity calendar on the IABC/BC Google Drive, and ensure all portfolios are contributing regular updates to maintain an accurate record.
- Serve as secretary to the President as needed.
- Serve as the liaison between the board and Office Suites, IABC/BC's administration support.
- Manage the email redirects, via *Graphically Speaking*, during the onboarding of new board members each summer, and as needed thereafter.

- Provide communication content to the Director, Marketing & Communications for all required calls and notices related to bylaw changes or other items requiring membership vote and ratification. Also provide content on any outcomes from these votes that require communication. This particularly includes:
- Issuing the board slate and minutes from the previous AGM to the membership no later than 30 days prior to the AGM.
 - Issuing approved board slate and minutes from the current AGM to members no later than 30 days after the AGM.
 - Organizing proxy votes by email if necessary.
 - Issuing the official budget to members no later than 30 days after the first board meeting of the board year.
- Work directly with the Past President to organize the Annual General Meeting, including:
 - Prepare any required presentation materials.
 - Make available minutes from the previous AGM.
 - Identifying whether quorum is achieved at the AGM.
 - Taking minutes at the AGM.

PORTFOLIO DIRECTOR ACCOUNTABILITIES

The primary accountabilities for each Portfolio Director includes, but is not limited to, the following (please see complete portfolio descriptions for a full list of portfolio activities):

Director, Award Programs

(Available for 2019–20)

This position is new for 2019–20! You are a passionate proponent of IABC's international, national and local awards opportunities, and you are keen to grow the numbers of BC chapter members who participate in them. You may have earned some of these prestigious awards yourself; or else, you are passionate about their value to a communicator's career.

- Oversee the IABC/BC Wave Awards program, including nominations, evaluation and the year-end Wave Awards event + AGM (AGM portion in collaboration with the Executive board).
- Develop a calendar of monthly stories celebrating previous Wave Award, Gold Quill Award and Silver Leaf Award winners, with an associated marketing plan to disseminate these stories, totalling a minimum of one story per month.

- 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.
- Work with Director, Volunteer Services and Director, Membership to vigorously maintain records of which awards were won by which members, and when.
- Develop and implement a content calendar promoting entry to Gold Quill, Silver Leaf and Wave Awards. Identify best audience segments to target for this purpose.
- Develop templated approach for announcing / celebrating when an IABC/BC member wins an IABC award and implement same-day when members discover they have earned their award

Co-Director, Events

(Available for 2019–20)

You are a people person who values professional development and networking opportunities in the communications profession. You enjoy going to local events and understand the importance of providing varied, and engaging offerings to our members that provide them with fun learning and networking opportunities. You believe connecting in-person is an important learning opportunity in the advancement of one's career, and love to plan events. The devil is in the details, after all! With an awareness of the local competition, and an ability to transform small details into a big picture vision, you have a track record of planning and delivering events on time and within budgets.

In this role, gain deeper skills in project management and leadership skills by recruiting and managing an events committee and a comprehensive budget.

- Develop a strategic plan for professional development and networking events programming that includes evaluation strategies.
- With the support of the volunteer director you will build and manage an events committee to deliver a compelling IABC/BC events program tailored to our members' diverse needs and interests. Events will include:
 - Up to 6 speaker events or workshops (September to June)
 - Up to 5 networking events including September kick-off, December holiday social, spring social in April, and a June summer kick-off.
 - Chapter Wave Awards in June
- Working with your executive Board, and Manager, Professional Development Program, you will identify topics and secure presenters that will be of interest and value to the diverse membership of the IABC/BC Chapter.

- Working with your executive Board, and your Manager, Networking, you will develop fun and engaging event concepts and themes to drive event attendance and provide strong value for membership.
- Manage an annual events budget ensuring all events, at minimum, break even.
- Recruit and coach your team of Program Managers, to oversee respective teams of volunteers in the delivery of chapter events, including coordination of event logistics (venue, catering, AV, décor and entertainment, as required), liaison with speaker/presenter, chapter branding assets such as pop up banners and distribution of post-event surveys.
- Work with Director, Sponsorships + Partnerships to identify sponsorship needs and potential opportunities for partnerships for each event to help off-set event costs, grow awareness of our chapter locally and increase event registrations.
- Provide event management direction to Board members planning event activities respective to their portfolios, ensuring all events are delivered professionally, with IABC/BC style.
- Respond to enquiries from IABC/BC members and the public regarding events.
- Work directly with the Director, Marketing & Communications to ensure events are adequately promoted within reasonable time frames, including registration - and that all event promotions are adequately branded.
- Liaise with the Executive Administrator to help manage the overall events calendar for the year, ensuring all activities are in the chapter calendar.
- Work with Office Suites, administration contractor to coordinate the set up and publication of event registration pages, and event invites to troubleshoot registration issues.
- Analyze post-event survey results and other research data to enhance the ongoing effectiveness of the events portfolio.
- Carefully document event planning requirements for use in future years, using IABC/BC Google Drive and encourage event team collaboration on *Basecamp*.

Director, Special Interest Groups (SIGs)

(Already filled for 2019–20)

Are you passionate about facilitating learning and networking opportunities for our members to explore shared interests through regular meetups? Our SIG program is championed by members, is free for members to participate in and attend, and offers informal opportunities to connect, learn and exchange knowledge with peers.

As our SIGS Director, you will grow your network by understanding our membership demographics and identifying growth opportunities for the program.

- Develop a strategic plan to grow our budding SIG program, to serve more members and prospective members than last year and develop 1-year and 3-year goals for the program.
- Oversee the management of the SIG program ensuring the program is tailored to our chapter's member segments, including by level (eg. student, senior, or mid-level members), geography, industry, specialty, etc.
- Recruit SIG chairs as needed, and supervise the SIG Program Manager to market current groups and meetings, and ensure each Chair has the resources needed to plan and host their meetings.
- Work directly with the Director, Marketing & Communications to ensure events are adequately promoted, including registration - and that all event promotions are adequately branded.
- Work with Office Suites, administration contractor to coordinate the set up and publication of event registration pages, and event invites and troubleshoot registration issues.
- Oversee development of the SIG program procedure materials to streamline future onboarding of new SIG chairs, and document this new portfolio's activities for future chapter reference, in the IABC/BC Google Drive.
- Identify new pilot-SIG topics and recruit potential Chairs to host, by raising awareness within the chapter of SIG opportunities available to all members.

Co-Director, Marketing + Communications

(Already filled for 2019–20)

Are you digitally savvy, creative, innovative and a natural at building relationships both online and offline? Are you passionate about digital storytelling, that upholds our brand promise and values, and puts our members at the heart of our activities? Do you understand that effective integrated marketing initiatives require a collaborative effort across all business functions and channels - and robust processes? Do you enjoy leading a team of multi-functional skill sets, from developing creative compelling campaign content to analyzing channel performance in Google Analytics?

If you are an experienced digital marketing and communications professional with a track record of delivering effective, and engaging on-brand multi-channel marketing and communication initiatives, then this could be the role for you.

Lead an award winning portfolio for one of the largest chapters in the world - and help us grow our brand and member engagement within the community through multi-channel campaigns.

- Develop and implement an annual integrated marketing & communications strategy for the chapter, in collaboration with your Managers and the other members of the Board.
 - Including all channels and assets: website and blog, bi-weekly email newsletter, social media channels and video
 - Including marketing support for the other portfolio directors
 - Including tactics to increase brand awareness and grow our membership - with a focus on digital channels.
- Work with Director, Volunteers to recruit and train a committee of marketing and communications volunteers
- Ensure that all members of your team have adequate training on our chapter branding and value proposition - and channel management
- Provide strategic direction to a team of managers who lead the regular production of marketing & communications activity, including website management, email marketing, social media, blog, bi-weekly newsletter and video
- Ensure that your team of volunteers, and all board members understand the marcomms processes and timelines
- Effectively manage all IABC/BC social media channels, including Twitter, Facebook, Flickr, LinkedIn and YouTube, and assess need for joining other channels relevant to our audiences.
- Ensure all web content is up to date and reflects all areas of chapter initiatives and programs/events, and opportunities for members and prospective members.
- Develop and maintain a content calendar for all channels and assets, including web content to blog and social channels.
- Develop and maintain effective public and media relations, as needed, for the chapter to ensure that key messages are consistent and all media objectives are met.
- Ensure all portfolios adhere to IABC's branding guidelines.
- Coordinate all marketing and promotions activities including coordination of marketing materials (print, web, graphic and otherwise) as required to support other portfolios.
- Maintain regular measurement of all activities and communication channels by working with our analytics sponsor.
- Oversee the promotion of upcoming events and ensure adequate coverage of chapter and member accomplishments, to increase profile of the chapter to our members.
- Coordinate all video activities with our video sponsor including assisting with prioritization of video requests, and identifying new video opportunities
- Identify and coordinate technical updates and structural improvements for the website with our website sponsor Graphically Speaking

- Your team is responsible for the production and distribution of the bi-weekly Connect e-newsletter, and blog content.
- Inform the Director, Sponsorships and Partnerships of any potential marketing sponsorships.
- Manage the marcomms portfolio budget

Director, Membership

(Available for 2019–20)

You are a passionate and professional IABC brand ambassador who enjoys meeting new people, and understands the importance of providing great experiences to our membership. You are a strategic, big-picture thinker who is adept at creating online and offline campaigns to help businesses grow. You understand the importance of making data-driven decisions, and are able to translate data into engaging initiatives and programs.

You understand the important balance between retention and recruitment activities in the growth of IABC/BC memberships - and the critical role that the membership portfolio plays in the health of the Chapter.

As the Director, Membership you will gain invaluable leadership experience, membership program development, and professional board experience, while representing one of the largest chapters in the world.

- Develop, and execute a strategic plan to grow our member base - and increase engagement with our existing members.
- Recruit and coach a team of Managers in retention, recruitment, and research activities to grow our IABC/BC membership over the next year.
- Work with Director, Volunteer Services to document awards, certifications, accreditation, past volunteer experiences of chapter members in support of targeted programmatic offerings
- Proactively identify membership retention opportunities throughout the year to retain existing members. Including, advising recently lapsed members of their current status with a reminder to renew their membership.
- Identify and pursue opportunities to market corporate membership to new communications teams in BC.
- Develop strategies and initiatives to attract and retain members and work with your Membership team as well as the chapter Board to implement.
- Plan and implement regular informal IABC *Get Connected* in-person events for new and prospective members, with at least two sessions being open to all chapter subscribers (member and prospective members).

- Ensuring that these events are adequately promoted - including invites
 - Ensuring that our events 101 checklist has been followed and carried out such as including appropriate chapter branding and assets at the events
- Work with Director, Marketing & Communication to showcase our members on our online channels under the #myIABCstory theme
- Be the first point of contact for members and prospective members about IABC/BC and what we offer locally, nationally and globally
- Hold the focus for our chapter's membership numbers and trends, and keep the Board apprised of our "membership dashboard" on an ongoing basis.
- Conduct ongoing and annual membership research (IABC/BC's annual membership survey), and provide the Board with resulting insights
- Create and execute ongoing member research which includes:
 - Why lapsed members are or are not renewing
 - Why new members have joined.
 - whether chapter programming is meeting member needs
- Work with the Co-Directors, Marketing & Communications to ensure member information on the website is regularly updated to reflect membership opportunities.
- Collaborate with the Director, Marketing & Communications to plan and execute digital marketing activities focused on brand awareness and member retention
- Ensure all new, renewing and lapsed members are contacted personally, as well as those accomplishing achievements worthy of recognition.
- Promote International activities related to membership at the chapter level, including October and March member month campaigns, and work with the Board members to ensure all ambassadors help raise awareness of these important campaigns.
- Work with Treasurer to ensure membership dues transfers are received monthly from IABC International, and align with our budget planning.
- Answer inquiries from members and prospective members in a timely manner
- Provide all board members with membership data from the International database (MMA) as requested.

Director, Sponsorships + Partnerships

(Already filled for 2019–20)

You're a natural people person, who understands the value of creating and maintaining mutually beneficial partnerships within the community. Adept at identifying, approaching, and engaging business partners, you're enthusiastic about generating and negotiating opportunities for both IABC/BC and local organizations.

As a big picture thinker, you have strong business acumen, and 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 leadership, budgeting and professional board experience, while building relationships in the community within an award-winning portfolio:

- Work with all board members to determine sponsorship needs (financial and in-kind) for the upcoming year.
- Develop and maintain a sponsorship program, including a branded sponsorship package and documentation for sponsorship agreements that can be used by other board members approaching sponsors.
- Be the primary contact for all chapter sponsorship agreements, and where sponsors are identified by other board members, work to secure those sponsors.
- Pro-actively identify partner & sponsor opportunities across all chapter programs and initiatives, including PD and Networking events, Gift of Communication, Mentorship, etc, to offer additional sponsors involvement.
- Identify and acquire sponsorships and other sources of revenue for the chapter.
- Liaise with current sponsors regularly and ensure that proper recognition activities are carried out as laid out in sponsorship agreements
- Ensure that any financial sponsorships are appropriately paid to the Treasurer.
- Build relationships with sponsors by being their central point of contact. Carry out regular check-ins with every sponsor including inviting sponsors to chapter events
- Generate revenue through the sale of advertising for all chapter publications and communication vehicles (including Connect and IABC/BC's website).
- Manage the sponsorship portfolio budget

Director, Volunteer Services

(Available for 2019–20)

You're a people person who loves 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 also enjoy recognizing people for their contributions through awards, or other initiatives.

Working closely with the IABC/BC board, you will support filling volunteer needs of the various portfolios and committees and support the Executive Board members with special project volunteer needs.

Gain invaluable leadership, budget-setting and professional board experience while connecting talented people to one of the largest IABC chapters in the world.

- Create a volunteer recruitment strategy and budget for the year
- Recruit and direct a Volunteer Manager to support you with managing all volunteer placements, recruitment and recognition activities.
- Meticulously keep chapter volunteer records up-to-date at all times throughout the year
- Work with all board members to determine volunteer needs for the upcoming year.
- Work with the Director, Marketing and Communications to promote the benefits of volunteering to members at all events, and through our communication and marketing tools.
- Develop a marketing checklist for promoting all new volunteer opportunities, and coach a program manager in implementing this throughout the year
- Work with the President to create, and rollout a structured personal development plan for all directors and portfolio managers
- Recruit new volunteers as required and support other board members to retain existing volunteers (help re-assign volunteers, make suggestions to better engage volunteers, etc.)
- Respond to email inquiries from members requesting information about volunteering; connect potential volunteers with board members / directors / project managers as appropriate.
- Support other board members in creating meaningful roles for volunteers, outlined in clear role descriptions. Support development of roles for remote members.
- Develop a sharable volunteer database in *Basecamp*, outlining all volunteers, current role, length of service and areas of interest.
- Coordinate at least one volunteer appreciation activity/event per year, typically done in conjunction with a social event in the spring (with events committees).
- Coordinate a volunteer-only professional development or social event as part of volunteer retention and recognition activities.
- Manage the President's Awards program - nominations, profiles, and awards as part of the Wave Awards program in June 2019.
- Coordinate thank you letters and emails to volunteers in the spring, for volunteer recognition.

Director, Student Development

(Available for 2019–20)

You have a strong understanding of where a student or new communicator is at in their career, and can relate to their interests and motivations to climb the career ladder. You are inspired to cultivate relationships with local Universities, relevant communications programs, and newcomer agencies to engage new student members, recent graduates, professionals making a change in career and newcomers to the province. You love to connect with people and be an ambassador of the IABC/BC brand in the community, while helping connect newer members to opportunities within the chapter.

In this role you will gain invaluable leadership, budgeting and professional board experience, while building relationships in the local community:

- Develop and implement a plan to introduce and evangelize the benefits of IABC to student members, maximizing the likelihood they will continue their membership by ensuring they make the most of their experience
- Develop and implement a passport program to record student participation in chapter activities
- Develop and implement an engagement plan to recruit student members and prospects, new communicators, and lead a team of volunteers to deliver this work.
- Develop and nurture strong relationships with local post-secondary institutions, and leverage all recruitment opportunities within those institutions. For example, this may include the SFU's *Careers in Communications* annual event, and others.
- Coordinate at least three events catering to student interests and new communicators each year. This may include speed-mentoring, or collaborating with the Director, Career Development, on mentoring program opportunities.
- Manage the Students Accelerating in Learning (SAIL) Award program, as part of our chapter's annual Wave Awards and help profile nominees and past winners, etc.
- Develop and maintain student-specific recruitment materials for use at events and promotional activities.
- Identify other potential opportunities to further engage students and new communicators across IABC/BC, including possible mentee-volunteer opportunities to support the existing Board members.

Director, Career Development

(Available for 2019–20)

You are a champion of life-long learning and development, you're passionate about helping fellow communicators to connect and find meaningful experiences in which they can share and build their expertise. An enthusiastic and proactive people leader who is skilled at bringing new and innovating programs to life. With your program

management wizardry, you are inspired and motivated by helping people grow their careers, giving back to the profession, and supporting local organizations. If this sounds like you, then this could be the right role for you.

In this role you will gain invaluable leadership, budgeting and professional board experience, while providing career development opportunities for our members.

- Direct a team of program managers to oversee our Certification, Mentorship and Gift of Communication Programs.
- Work with the Manager, Mentorship to organize speed-mentoring events, and a mentorship program to connect senior members with foundation-level communicators.
- Work with the Manager, Gift of Communication to deliver a quality Gift of Communication program in the Spring.
- Promote IABC's Code of Ethics and provide oversight of the chapter's practices to ensure they follow the highest professional and ethical standards. Handle ethics-related inquiries to IABC/BC's chapter Board.
- Oversee advocacy strategy and initiatives, in cooperation with the Board executive and in alignment with applicable IABC International initiatives.
- Provide support for, promote and market the IABC certification program to chapter members, and if approved, host an exam within our chapter (typically in the Spring or Fall).
- Develop templated approach for announcing / celebrating when an IABC/BC member becomes certified and implement same-day when members discover they have successfully achieved their certification
- Create and implement a calendar of stories celebrating certified members, with an associated marketing plan for disseminating these stories, totaling a minimum of 10 stories throughout the year
- Work with the Manager, Certification to oversee certification preparation program(s) for members seeking the professional certification.
- Recruit evaluators to assist with the evaluation of entries for other chapters' awards programs, IABC Canada Silver Leaf, and IABC International Gold Quill awards programs.
- Collaborate with other portfolios, as required, to recruit accredited or certified volunteers for roles in which senior expertise is needed.
- Collaborate with all board members to ensure they are promoting how their program offerings relate to certification maintenance points
- Evolve programs and identify new and innovating opportunities for career development through research into other IABC chapters and organization offerings.
- Direct the Jobline Manager to oversee operations of IABC/BC's Jobline service for local organizations wishing to advertise job opportunities to members and local communications and marketing professionals.

- Report on trends in sponsorship and Jobline activity comparing year-on-year.