



### **Join the IABC/Toronto Board and Advance Your Leadership Skills**

IABC/Toronto is looking for dedicated volunteers to join the 2017-2018 chapter board. This is your chance to:

- Collaborate with fellow communicators on interesting projects,
- Build a set of transferable skills to take your career forward,
- Give back to the profession and
- Enhance your leadership skills.

And have fun doing it. If this is what you're looking for, then we want to hear from you!

#### **Serving on the Board**

The IABC/Toronto board of directors is a working board comprising portfolios that are designed to deliver specific chapter programming and services. Board members are expected to be strategic thinkers who aren't afraid to roll up their sleeves to get things done. Serving on the Board means being accountable to members and ensuring the financial well being of the chapter as per the IABC/Toronto constitution.

#### **Board responsibilities**

At minimum, all board members are responsible for:

- Serving as an ambassador for IABC/Toronto at all times (in-person and online), supporting and promoting chapter initiatives and attending IABC/Toronto events regularly.
- Preparing a strategic portfolio plan and budget for the year and regularly reporting on progress through formal and informal reports.
- Maintaining a comprehensive record of activities, accomplishments, challenges and gained knowledge.
- Attending prescheduled board meetings – (minimum of 75% in person.)
- Participating fully in board meetings (includes reviewing documents and providing feedback between meetings).

#### **Criteria for board members**

Candidates must have and maintain regular membership with IABC and IABC/Toronto, and have a minimum of five years of work experience in communication or related fields (branding, marketing, events, media, etc.) **or** two years of work experience and three years of volunteer experience with IABC.

#### **Time commitment**

The board year runs from July 1, 2017 to June 30, 2018. We host monthly meetings after work from 6 to 8 p.m. in downtown Toronto from August to June, plus a half-day strategic planning and board orientation session on a Saturday in July.



On average, board members can expect to spend 20 hours a month on board-related activities.

### Portfolios and committees

Each portfolio is supported by a management committee of senior directors responsible for executing specific portfolio projects. Recommended committee roles are outlined, but committees and senior directors needed for each portfolio are at the discretion of the portfolio VP. Management committee members are not required to attend board meetings.

### Board roles for 2017-2018

We're recruiting for the following board roles with the exception of President and Past President. Portfolio mandates and role descriptions are available in Appendix I.

Board role	Recommended committee roles	Notes
President	None	Automatic succession
Past President	None	Automatic succession
Executive Vice President (EVP)	None	Three-year commitment: 1) EVP 2) President 3) Past President
Vice President, Finance and Association Management	Corporate Secretary	
Vice President, Communication	Senior Director, Social Media	
	Senior Director, Publications	
Vice President, Strategic Partnerships	Senior Director, Marketing	
Vice President, Events	Senior Director, Professional Development	
	Senior Director, Networking	
Vice President, Membership	Senior Director, Member Recruitment & Engagement	
	Senior Director, Students and Young Professionals	
Vice President, Programs	Senior Director, Chapter Awards (COTY, SOTY)	
	Senior Director, Certification and Judging	
Vice President, Volunteer Services	Senior Director, Volunteer Recruitment and Appreciation	
	Senior Director, Mentorship	



## 2017-2018 Board Nomination Package

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Vice President, OVATION Awards	Senior Director, Awards	
	Senior Director, Gala	
Vice President, Special Interest Groups	Chair, Professional Independent Communicators (PIC)	
	West-end Group	
Board Member-at-Large	As needed	For past board members only



## 2017-2018 IABC/Toronto Board Nomination Form

Please email a completed form (in a PDF or Word format) by **5 p.m. EDT May 18, 2017**, with a copy of your current résumé, to:

Megan Hooper, Nomination Committee Chair [toronto-president@iabc.to](mailto:toronto-president@iabc.to)

Late submissions will not be accepted.

### Guidelines:

- All candidates for positions on the IABC/Toronto board (including returning board members) must complete and submit a nomination form.
- Candidates must have and maintain a regular current membership with IABC and IABC/Toronto.
- Your nomination form must be endorsed by two IABC/Toronto members in good standing.
- If you are not self-employed, review your nomination with your employer and have your manager confirm his or her endorsement, as indicated below.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Bus. Phone No.: \_\_\_\_\_ Other Contact No.: (Home/Cell): \_\_\_\_\_

Email: \_\_\_\_\_

Nominated by: \_\_\_\_\_

Seconded by: \_\_\_\_\_

I support *[insert candidate's name]* \_\_\_\_\_'s nomination and potential participation on the IABC/Toronto Board for the period of July 1, 2017 to June 30, 2018.

I understand that this role should enhance his/her professional growth and we have discussed how this commitment will be balanced with work requirements.

Manager's Signature: \_\_\_\_\_

Manager's Name and Title: \_\_\_\_\_

  
\_\_\_\_\_



**Please answer the following questions:**

1. I am interested in serving in the following portfolios/roles (please rank 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> choice)  
  
    #1.  
  
    #2.  
  
    #3.
2. Why do you want to serve on the IABC/Toronto Board?
3. What are your top three competencies and the skills and how will that experience benefit IABC/Toronto?
4. Describe your previous volunteer roles with IABC or other organizations (if any).
5. What do you think are the main challenges facing the Communications industry or the most interesting trend in the Communications industry today that might affect our members?
6. How long have you been a member of IABC and what is your perceived value of membership? What do you think are the organization's key strengths, and some of the challenges facing it?
7. Tell us a bit about yourself. What's your work style, what gets you "fired up" and motivated?
8. If you're not selected to serve on the IABC/Toronto board, would you like to be considered for a Management Committee position?  
    \_\_\_ Yes                      \_\_\_ No



### **Appendix I: Portfolio mandates and role descriptions**

The below is a brief description of each role. It's meant to provide direction on each portfolio's mandate. Full board accountabilities will be discussed during the board orientation session in the summer.

#### **President**

- Provide overall leadership for the board and chair monthly board meetings
- Oversee the activities of the board to ensure accomplishment of the chapter's goals and objectives.
- Represent the chapter in professional, educational, community and public roles.
- Monitor the use, accounting and responsible handling of chapter funds and resources.
- Function as an authorized signing officer.
- Work directly with the EVP in their role as successor.
- Succeed automatically to role of Past President.

#### **Executive Vice President**

- Provide advice/counsel to the President on the direction and progress of the chapter.
- Provide support and mentorship to all board members.
- Chair chapter board meetings in the President's absence.
- Maintain relationships with other regional IABC chapters and other partner organizations/groups.
- Function as an authorized signing officer.
- Succeed automatically to President.

#### **Past President**

- Provide advice/counsel to the President on the direction and progress of the chapter.
- Provide support and mentorship to all board members.
- Assist in orientation of new board members.
- Chair chapter board meetings in the event that both the President and the Executive Vice President are absent.
- Compile and submit entries for IABC Chapter Management Awards, where warranted.
- Function as an authorized signing officer.



### **Vice President, Finance and Association Management**

- Record all actions, business and minutes at monthly board meetings.
- Coordinate with the President to plan the Annual General Meeting (AGM).
- Prepare annual chapter budget for approval by the board at the beginning of the board year, with review at mid-year.
- Monitor and maintain the financial health of the chapter, the chapter bank accounts and accurate records of all financial transactions.
- Consult with board members and chapter members as required on issues relating to financial management.
- Function as an authorized signing officer.

### **Vice President, Communications**

- Keep members and stakeholders informed of the activities of the chapter.
- Create content (written, graphic, video, etc.) in support of chapter initiatives.
- Manage and maintain all chapter social media accounts, including Facebook, Twitter, Flickr, Instagram and LinkedIn.
- Produce and distribute e-Lert newsletter and other chapter publications as needed.
- Conduct media relations activities for the chapter, including developing and distributing media materials.

### **Vice President, Strategic Partnerships**

- Work with all board members to determine sponsorship/partnership needs (financial and in-kind) for the upcoming year.
- Develop and maintain a partnership program, complete with documentation for sponsorship agreements that can be used by other board members approaching sponsors.
- Directly solicit potential sponsors/partners identified through research or at the suggestion of other board members.
- Liaise with sponsors and ensure proper recognition activities are carried out and any financial commitments are paid to the Vice President, Finance and Association Management.
- Generate revenue through the sale of advertising in chapter publications and communication vehicles including the website.
- Manage the chapter's CareerLine service.



### **Vice President, Events**

- Organize professional development and networking events, from concept to execution, that drive attendance and provide strong value for membership. (Typically three between September-December and three between January-May.)
- Prepare event budgets with the goal that all events, at minimum, break even.
- Identify topics and secure presenters, make venue and catering arrangements.
- Prepare all appropriate content (event description, venue info, speaker images and bios, ticket pricing, etc.) and work with the Office and Communication portfolio to promote events.
- Survey attendees to evaluate event effectiveness and analyze results to find opportunities to enhance future events.

### **Vice President, Membership**

- Recruit new professional, corporate and student members; promote new and existing member benefits.
- Provide information and updates on membership numbers to board members as needed.
- Work directly with other portfolios, such as the Communications team, to promote IABC Membership Month, develop membership marketing materials and to recognise significant achievements by chapter members (e.g. awards); and with Events team to plan and promote membership activities.
- Work with chapter President to coordinate presentations to communications students.
- Conduct exit/entry interviews to gain insight on why lapsed members are or are not renewing and why new members have joined.

### **Vice President, Programs**

- Oversee execution of chapter awards programs: Communicator of the Year and Student of the Year, including promotions and working with the board to identify opportunities to grow the programs.
- Plan, execute and evaluate an event to recognize the Communicator of the Year recipient.
- Coordinate judging of OVATION Awards using an online awards system. Activities include recruiting experienced judges, arranging two to three in-person judging sessions and virtual judging.
- Act as liaison for the CMP certification program, working with IABC HQ on the promotion and delivery of CMP exams in the GTA, recognition of new CMPs and other activities as appropriate.

### **Vice President, Volunteer Services**

- Oversee committees that plan, develop and implement IABC/Toronto's volunteer recruitment, placement and recognition activities.
- Ensure that volunteers are matched appropriately to receive the best possible developmental opportunities.





- Develop and oversee implementation of initiatives to motivate, recognize and thank volunteers throughout the year.
- Organize a volunteer recruitment event in September and a volunteer recognition event in June of each year or work with President to combine this event with the Annual General Meeting.
- Oversee management of a robust and active mentoring program including organizing the judging process and presentation of the Mentor of the Year award.

### **Vice President, OVATION Awards**

- Manage an effective, timely chapter awards program that adds value to members' experience by offering them an opportunity to gain recognition for excellence in the communications profession.
- Develop call for entries and entry process for the OVATION awards, and the Awards of Distinction; develop and oversee initiatives to educate communicators about best practices for award submissions.
- Work with other portfolios to market the award ceremony and encourage participation from members and non-members.
- Oversee the OVATION Gala with the support of a Senior Director, building on the successes and learning from previous years' events to meet attendees' needs.

### **Vice President, Special Interest Groups**

- Oversee the chapter's current special interest groups – PIC and Westend – ensuring that their activities deliver member value and are aligned with the chapter's strategy.
- Explore creation of other special interest groups for the chapter, as needed.
- Put together an action and governance plan for management of the chapter's special interest groups.

### **Board Member-at-Large**

- Board Member-at-Large is a new board role that is not tied to a specific portfolio. This role is intended for past board members who want to give back or lead a special chapter project.