



Role descriptions – IABC/Toronto Board 2018-2019

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VP, Communications and Digital Media

This year will see an emphasis on re-invigorating IABC/Toronto's online branding and presence. The VP, Communications and Digital Media will develop and execute a social media strategy to increase visibility of the chapter and demonstrate its member value.

What will you do?

- Enhance IABC/Toronto's online branding and presence
- Support activities that promote member value and position our industry as a thought leader
- Oversee the production and distribution of our online newsletter *Communicator*
- Promote IABC/Toronto's events through the various social channels (LinkedIn, Twitter, FB)
- Keep members and stakeholders informed of the activities of the chapter
- Create content (written, graphic, video, etc.) in support of chapter initiatives
- Conduct media relations activities for the chapter, including developing and distributing media materials
- Redesign our website to reflect our association's goals of creating value for members and enhancing the role of our industry

What do you need to succeed?

- Experience or interest in building social media presence for organizations
- Ability to recruit and lead a team of social media communicators
- Willingness to delegate
- Strong project management skills



VP, Finance and Association Management

This role assists the chapter in maintain its financial health and allocates/spends resources in line with association bylaws.

What will you do?

- Record all actions, business and minutes at monthly board meetings
- Coordinate with the President/VP, Volunteers 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 with the board's Association Management firm
- Consult with board members and chapter members as required on issues relating to financial and board management
- In conjunction with the President, develop the annual report
- Function as an authorized signing officer

What you need to succeed?

- Strong organization skills
- Interest in or knowledge of budgeting
- Comfort level with Excel documents



VP, Membership

This portfolio engages our members, ensuring they take advantage of the full benefits of their membership. The VP also leads a team to recruit new members by demonstrating the value our chapter provides.

What will you do?

- In conjunction with the executive, develop a strategy for the membership portfolio and articulate the chapter's member value proposition
- Recruit new professional and corporate members
- Promote new and existing member benefits
- Work directly with other portfolios, such as the Communications team, to promote IABC Membership Month, develop membership marketing materials and recognize significant achievements by chapter members (e.g. awards); and with the Events team plan and promote membership activities
- Conduct exit/entry interviews to gain insights into why lapsed members are not renewing and why new members have joined
- Provide information and updates on membership numbers to board members as needed
- Attend new member coffees when possible
- Provide content to the *Communicator* newsletter

What do you need to succeed?

- Strong project management and leadership skills
- Ability to collaborate and delegate tasks
- Passion for IABC/Toronto and a willingness to ambassador the value that the chapter delivers to members



VP, Networking

The networking portfolio is a standalone portfolio for the 2018-2019 board year. Given the value that members place in networking opportunities, the VP will focus on creating opportunities for our members to connect with each other – in person or online.

What will you do?

- Plan and execute networking events, from concept to execution, that drive attendance and provide strong value for membership
- Prepare event budgets with the goal that all events, at minimum, break even
- Enhance our online communities in conjunction with VP, Communications and Digital Media
- Prepare all appropriate content (event description, venue info, ticket pricing, etc.) and work with the office and Communications and Digital Media portfolio to promote events
- Ensure all events are captured during and post-event on various IABC/Toronto social channels
- Survey attendees to evaluate event effectiveness and analyze results to find opportunities to enhance future events
- Provide content to the *Communicator* newsletter

What do you need to succeed?

- Strong event management skills
- Creative problem-solving skills
- Understanding of how to build community online and in real life
- Willingness to make decisions based on an understanding of where to derive value



VP, OVATION Awards

OVATION Awards are IABC/Toronto's local chapter awards program which recognize the best and brightest of Greater Toronto's communicators. You will lead a team to ensure the successful planning and execution of the awards promotion and the gala.

What will you do?

- 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 – via webinar or another communication channel
- Work with other portfolios to: recruit volunteers and sponsors; and market the call for entries and the award ceremony and encourage participation from members and non-members
- Work with the VP, Communications and Digital Media to ensure the process is captured from the call for entries through to the award event and post
- Provide content to the *Communicator* newsletter
- Oversee the execution and promotion of the OVATION Gala with the support of a Senior Director, building on the successes and learning from previous years' events to meet attendees' needs
- Recruit a paid resource to execute on OVATION Gala event-planning and logistics

What do you need to succeed?

- Strong event and project management skills
- Strong writing/editing skills
- Good budgeting skills
- Ability to lead a team of event volunteers
- Ability to collaborate with multiple stakeholders (e.g. board colleagues, suppliers, sponsors) to execute a successful award program and event
- Dedicated time commitments during significant milestones (e.g. call for entries, judging, gala event)



VP, Professional Development Events

This portfolio will create a compelling program of professional development opportunities for members, considering the varying needs of senior, mid-level and junior communicators. This role will be supported by the rest of the board in offering contacts and connections to potential speakers as well brainstorming relevant topics.

What will you do?

- Organize professional development events, from concept to execution, that drive attendance and provide strong value for membership (typically two between September-December and two to three between January-June)
- 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 Communications and Digital Media portfolio to promote events
- Ensure all events are captured during and post-event on various IABC/Toronto social channels
- Provide content to the *Communicator* newsletter
- Survey attendees to evaluate event effectiveness and analyze results to find opportunities to enhance future events

What you need to succeed?

- Experience planning and executing events
- Willingness and ability to ascertain professional development needs of membership
- Solid budget developing skills
- Good contacts within the communications industry
- Ability to build a network of experts that can act as speakers for IABC/Toronto events
- Flexibility to help facilitate events in early evenings or mornings



VP, Programs

The VP, Programs helps us provide member value by coordinating the judging component of the OVATION Awards program. You recruit, recognize and guide senior communicators in their role as judges. In addition, you will be asked to help us re-imagine the Communicator of the Year award, which will be placed on hold for the 2018-2019 board year (pending board discussion).

What will you do?

- Manage the OVATION Awards promotion and judging
- Review the viability of the Communicator of the Year award
- Coordinate judging of OVATION Awards using an online awards system. Activities include recruiting experienced judges, training new judges and arranging virtual judging sessions
- Coordinate at minimum one-day judging session for OVATION
- Support the VP, Programs during the judging process to ensure that any materials required for judging are requested and secured from entrants
- 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
- Provide content to the *Communicator* newsletter

What you need to succeed?

- Previous experience with the OVATION program or judging beneficial
- Ability to communicate effectively with senior communicators
- Strong project management skills



VP, Special Interest Groups (SIGs)

The VP, Special Interest Groups facilitates connections between members who have an interest in meeting fellow communicators in specific areas of communications.

What will you do?

- Oversee the chapter's current special interest groups – Professional Independent Communicators (PIC), Westend, North and East – ensuring that their activities deliver member value and are aligned with the chapter's strategy
- Put together an action and governance plan for management of the chapter's special interest groups
- Provide content to the *Communicator* newsletter

What do you need to succeed?

- Strong leadership, communication and people skills
- Experience in event planning
- Experience or interest in leading networking events
- Connections to communication experts who could be suitable speakers
- Budget development skills



VP, Strategic Partnerships

The VP, Strategic Partnerships works with all board members to determine sponsorship/partnership needs (financial and in-kind) for the upcoming year.

What will you do?

- 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
- Generate revenue through the sale of advertising in chapter publications and communication vehicles including the website
- Provide content to the *Communicator* newsletter

What do you need to succeed?

- Working knowledge of the changing media landscape
- Understanding of digital paid media
- Creative thinking
- Relationship management



VP, Student and New Communicators

In this portfolio, you will focus your efforts on engaging and meeting the needs of our members who are students and those new to the profession.

What will you do?

- Work with chapter President and VP, Membership to coordinate presentations to communications students
- Coordinate the Student of the Year award, including promotions and working with the board to identify opportunities to grow the programs
- Organize an agency fair geared towards connecting young communicators with agencies across the GTA
- Provide content to the *Communicator* newsletter

What do you need to succeed?

- A keen desire to help students transition into the workforce
- Ability to develop programming that will enhance the experience of new communicators
- Understanding of how student members' needs can be met
- Strong project management skills
- Interest in social media and event planning



VP, Volunteers

We deliver all of our services to members through volunteers. In this role, you play the crucial role of recruiting, retaining and recognizing our volunteers.

What will you do?

- Consult with peers on Board of Directors to determine volunteer requirements
- Communicate volunteer opportunities for members to lend their expertise and build their skills
- Oversee committees that plan, develop and implement IABC/Toronto's volunteer recruitment and placement
- Develop and oversee implementation of initiatives to motivate, recognize and thank volunteers throughout the year
- Ensure that volunteers are matched appropriately to receive the best possible developmental opportunities
- 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
- Revamp the Mentorship Program to reflect the needs of our current members (including the Mentor of the Year award)
- Provide content to the *Communicator* newsletter

What do you need to succeed?

- Ability to effectively reach a diverse community of communicators
- Enjoy connecting with and getting to know new people
- Exceptional diplomacy, strong consultation and organizational skills
- Solid budgeting skills
- Good time management skills



President

- Develop a strategy and plan for the board year
- 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
- Provide content to the *Communicator* newsletter as messages from the 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
- Help us understand how to best serve our members drawing on a data- and insights-driven approach
- Be able to dig deep into our data and mine insights which we will use to meet our member's needs
- Comfortable analyzing large amounts of data and distilling it into usable insights
- Develop a list of best-practices from other successful member associations
- Function as an authorized signing officer
- Succeed automatically to President and then Past President (three-year commitment)

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