

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

IABC/Toronto is looking for dedicated volunteers to join the 2019-2020 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.
- Enhance your leadership skills.

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 comprised of 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 per cent 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, 2019 to June 30, 2020. We host monthly meetings after work from 6 to 8 p.m. in downtown Toronto from August to June, plus a strategic planning and board orientation session 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 2019-2020

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	None	
Vice-president, Communications and Digital Media	<ul style="list-style-type: none"> <li>• Director, Social Media</li> <li>• Director, Publications</li> <li>• Director, Website</li> </ul>	
Vice-president, Data Analytics and Brand Management	<ul style="list-style-type: none"> <li>• Director, Thought Leadership</li> </ul>	
Vice-president, Membership	<ul style="list-style-type: none"> <li>• Director, Member Engagement</li> <li>• Director, Students and New Communicators</li> </ul>	
Vice-president, Networking	<ul style="list-style-type: none"> <li>• Director, Networking Events</li> </ul>	
Vice-president, OVATION Awards	<ul style="list-style-type: none"> <li>• Director, OVATION Awards</li> <li>• Director, Gala</li> </ul>	
Vice-president, Professional Development	<ul style="list-style-type: none"> <li>• Director, PD Events</li> </ul>	



Vice President, Programs	<ul style="list-style-type: none"><li>• Director, Certification</li><li>• Director, OVATION Judging</li><li>• Director, COTY</li></ul>	
Vice-president, Special Interest Groups (SIGs)	<ul style="list-style-type: none"><li>• Chair, Professional Independent Communicators (PIC)</li><li>• Director, Regional</li></ul>	
Vice-president, Strategic Partnerships	<ul style="list-style-type: none"><li>• Director, Partnerships</li><li>• Director, Advertising and CareerLine</li><li>• Director, External Marketing</li></ul>	
Vice-president, Volunteer Services	<ul style="list-style-type: none"><li>• Director, Mentorship Program</li><li>• Director, Volunteer Recognition</li></ul>	
Board Member-at-Large	<ul style="list-style-type: none"><li>• As needed</li></ul>	For past board members only



## 2019-2020 IABC/Toronto Board Nomination Form

Please email a completed form (in a PDF or Word format) by **5 p.m. EDT April 30, 2019**, with a copy of your current résumé, to:

Lindsay Grillet, EVP, [toronto-execvp@iabc.to](mailto:toronto-execvp@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: \_\_\_\_\_

Secoded by: \_\_\_\_\_

I support *[insert candidate's name]* \_\_\_\_\_'s nomination and potential participation on the IABC/Toronto Board for the period of July 1, 2019 to June 30, 2020.

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.
- Produce Chapter Annual Report for year as president and communicate to membership.

**Vice-president, Finance and Association Management**

- Coordinate logistics and organize agenda for monthly board meetings.
- Coordinate with the President/VP, Volunteers to plan the Annual General Meeting (AGM).
- Oversee and assist board members with their event budgets.
- Review board members expense receipts and Cheque Requisition forms before sending to the office for processing.
- 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 chapter's office.
- Consult with board members and chapter members as required on issues relating to financial and board management.
- In conjunction with the Past President, develop the annual report.
- Function as an authorized signing officer.

**Vice-president, Communications and Digital Media**

- 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.
- Promote IABC/Toronto's events, members and volunteers through the various social channels (LinkedIn, Twitter, Facebook).
- Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development.

**Vice-president, Data Analytics and Brand Management**

- Increase use of analytical techniques to drive member value.
- Establish, collect and report on data that will allow the Board to make data-driven decisions.
- Drive thought-leadership through analytics.
- Identify thought-leadership opportunities for IABC/Toronto.
- Position IABC/Toronto as a respected voice for professional communicators in the GTA.
- Develop media training toolkit for IABC/Toronto.

**Vice-president, Membership**

- In conjunction with the executive, develop a strategy for the membership portfolio and articulate the chapter's member value proposition.
- Recruit students, new professionals and corporate members via coordinated presentations to universities and medium to large organizations.
- Promote new and existing member benefits.
- Work directly with other portfolios, such as the Communications team, to promote IABC Member Month, develop/update membership marketing materials and recognize contributions of chapter members.
- Conduct exit/entry interviews to gain insight on why lapsed members are or are not renewing and why new members have joined.
- Provide information and updates on membership numbers to board members as needed.
- Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development.

**Vice-president, Networking**

- Plan and execute three to five networking events, from concept to execution, that drive attendance and provide strong value for membership.
- Organize an agency fair geared towards connecting young communicators with agencies and companies across the GTA.
- Prepare event budgets with the goal that all events, at minimum, break even.
- Prepare all appropriate content (event description, venue info, speaker images and bios, registration fees, etc.) and work with the office and Communication portfolio to promote events.
- Ensure all events are captured during and post-event on various IABC/Toronto social channels.
- Review post-event surveys (current and past) to gauge event successes and areas of improvement to help with future event planning.
- Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development.

**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.
- Update the Call for Entries and entry process for the OVATION Awards and manage the online awards platform.



- 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, 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 market and promote the Call for Entries, Call for Sponsors, Winning Entries pdf and Gala.
- Oversee the execution and promotion of the OVATION Awards Gala with the support of a Senior Director, building on the successes and learning from previous years' events to meet attendees' needs.
- Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development.

#### **Vice-president, Professional Development**

- Organize three to five professional development 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.
- 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.
- 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.
- Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development.

#### **Vice-president, Programs**

- Promote call for nominations for the Communicator of the Year award.
- Coordinate judging of Communicator of the Year nominations; promote winner.
- 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 a one-day judging session for OVATION.
- Liaise with the VP, OVATION Awards during the judging process to ensure that any materials required for judging are requested and secured from entrants.
- Act as liaison for the CMP and SCMP certification programs, working with IABC HQ on the promotion and delivery of CMP and SCMP exams in the GTA, recognition of new CMP and SCMPs, and other activities as appropriate.



- Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development.

### **Vice-president, Special Interest Groups**

- 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.
- Organize events focused on a specific interest (Independent Communicators, Region-based) from concept to execution, that drive attendance and provide strong value for membership.
- Put together an action and governance plan for management of the chapter's special interest groups.
- Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development.

### **Vice-president, Strategic Partnerships**

- Maintain a partnership package for advertising and 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 and delivery of financial and in-kind commitments.
- Generate revenue through the promotion and sale of advertising in chapter publications and communication vehicles.
- Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development.

### **Vice-president, Volunteer Services**

- Consult with peers on Board of Directors to determine volunteer requirements.
- Communicate volunteer opportunities for members to lend their expertise and build their skills.
- 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 recognition event in June of each year or work with President to combine this event with the Annual General Meeting.



- Develop, launch and maintain Mentorship Program activities to deliver a valuable member benefit.
- Communicate mentorship opportunities to members and ensure that pairs/groups are matched appropriately to receive the best possible developmental opportunities.
- Manage a group of volunteers, ensuring clear communication of expected deliverables and provide ongoing support to volunteers in their personal/professional development.

### **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.