

IABC NL Board of Directors Positions

President (Automatic succession from Vice-President)

- Represents Chapter in the community and in the media
- Chairs monthly Board meetings
- Chairs Nominating Committee for new Board of Directors (the committee consists of the President, Vice President and Past President)
- Oversees the activities of the Board to ensure accomplishment of chapter's mission, goals and objectives
- Maintains contact with Canada East Region and International
- Represents IABC NL on the Canada East Region Board of Directors and attends monthly meetings, reporting on chapter status, initiatives and any concerns
- Ensures compliance with IABC's overall mission, goals and direction to maintain the integrity of the association
- Monitors the use and accounting of Chapter monies and resources, including financial reviews or audits
- Ensures that governing documents are current and applied
- Appoints Chapter delegates to regional meetings as required
- Trains successor

Past President (automatic succession from President)

- Advises and assists the President
- Advises Chapter Board
- Assists with volunteer recruitment for committees as needed
- Supports orientation and planning session with new Board of Directors
- If provincial or regional event held, is a member of planning committee

Vice President/Finance

- Automatic succession to position of President after one year
- Provides advice and counsel to the President
- Oversees Chapter finances, including:
 - ✓ Directing any external accounting contracts
 - ✓ Keeping financial records and managing bank accounts for the Chapter
 - ✓ Submitting monthly financial reports to the Board
 - ✓ Paying invoices and reimburses Board members for chapter expenses
 - ✓ Paying chapter credit card balance in full monthly
 - ✓ Preparing end-of-year report and tax forms for IABC Headquarters
 - ✓ Arranging for prepared audited statements
 - ✓ Providing monthly financial reports to Executive Assistant for Board update

- Serves on all nominating committees
- Conducts Board meetings as necessary in the President's absence
- Serves as Delegate to Canada East Region meetings in the President's absence
- Picks up mail at: 354 Water Street (Box 42)
- Trains successor

Executive Assistant to the Board

- Coordinates Board meetings in consultation with the President
- Solicits agenda items, distributes agendas and other materials for Board meetings
- Takes minutes of Board meetings and distributes to the Board following President's review
- Maintains Google Drive, including bylaws, Articles of Incorporation, minutes, agendas
- Sits on committees as required
- Maintains list of contact information of Board members
- Trains successor

Director of Communications

- Overall maintenance of Chapter website
- Works with Portfolio Directors to develop communications and social media calendar
- Maintains current media contact list
- Distributes notices of Chapter events/announcements/activities through Mail Chimp
- Maintains presence on Facebook, Twitter, YouTube and LinkedIn pages
- Produces and distributes chapter news releases, including announcement of new Board members and Chapter activities
- Coordinates email contact/communications with members, such as event reminders and job advertising
- Promotes events to local media, with support from the Director of Professional Development and Networking
- Acts as media liaison for the Chapter - nurtures relationships with local media and explores opportunities to provide articles, expertise where appropriate
- Arranges interviews and speaking engagements for Chapter leaders with interested groups
- Prepares budget for communication activities
- Provides monthly reports to Executive Assistant for Board update
- Trains successor

Director Membership Development and Marketing

- Actively recruits new members
- Welcomes new members (i.e. with a formal email, by phone or in person at meetings)
- Receives monthly rebate report from Headquarters unless someone else is specifically designated
- Provides input and support to Director of Professional Development and Networking for coordinating membership functions, including at least one program specifically for membership recruitment and student member events
- Creates and implements plan to recruit student members and foster relationships with post-secondary institutions
- Works to develop and promote new and existing member benefits
- Surveys members to determine needs and interests
- Accesses membership reports to monitor membership levels
- Develops membership marketing materials in coordination with the Board
- Works with Director Communications to update Membership section of the website on a regular basis to reflect changes and special events relative to members
- Provides monthly reports on membership development and retention to Executive Assistant for Board update
- Manages volunteer requests for the Chapter and finding a potential role for the volunteer if appropriate
- Prepares budget for membership activities and provides to Vice President
- Trains successor

Director Professional Development and Networking

- Organizes welcome event (September) and networking events throughout the year
- Plans and produces professional development events, presents to the Board of Directors for endorsement
- Prepares budget for professional development programs and networking events
- Administers Eventbrite and Zoom, when applicable, for events
- Ensures events are consistent with existing IABC NL practices, policies and brand
- Coordinates venues and related logistics
- Liaises with Director of Communications on website updates and promotion of events, produces promotional materials
- Provides introductory remarks and introduces speakers at events (or designates another Chapter representative to do so)
- Prepares and circulates event evaluation forms to attendees; compiles post evaluation results for each event
- Provides regular progress updates on the PD plan to the Board
- Provides monthly reports to Executive Assistant for Board update
- Trains successor

Director Pinnacle Awards

- Coordinates a committee to help organize logistics leading up to and on event night
- Administrator of Eventbrite for all Pinnacle activities
- Liaises with Director of Communications on website updates and promotion of events, writes promotional material
- Plans and produces annual awards program, including the awards presentation, event locations and menu; consults with the Board for discussion and approval
- Co-ordinates Pinnacle Awards call for entries, produces content for promos
- Manages Awards Force platform
- Notifies winners
- Prepares financial reports in co-operation with Vice-president
- Provides monthly reports to Executive Assistant for Board update
- Trains successor

MEMBERS AT LARGE (support positions for busy board portfolios)

Digital Communications Coordinator

- Supports the Communications portfolio
- Responsible for managing social media accounts in conjunction with the Communications Director
- Responsible for website updates
- Trains successor

Graphic Design Coordinator

- Supports the Communications portfolio
- Responsible for creating graphics for IABC NL promotional materials including email, social media and print
- Basic knowledge of design software such as Canva or Adobe Suite
- Trains successor

Special Events Support Coordinator

- Supports the Professional Development AND Networking portfolio
- Responsible for managing elements of professional development sessions for the Chapter
- Sits as a member of the Pinnacle Awards Committee
- Trains successor

Sponsorship Liaison

- Responsible for developing and managing sponsorship opportunities for the Chapter
- Works closely with the Professional Development and Networking Director and the Pinnacle Awards Director to secure sponsors for events
- Trains successor

Judging Coordinator

- Works closely with and assists the Director Pinnacle Awards
- Coordinates judging process for all Pinnacle Awards entries
- Recruits and supports judges as needed
- Manages the Awards Force platform for access by entrants and judges
- Trains successor

Certification Coordinator

- Promotes certification with the Global Communications Certification Council (GCCC)
- Acts as Chapter liaison with the GCCC
- Conducts study group for members in the certification process
- Responds to inquiries and questions on certification
- Maintains list of currently certified members
- Schedules certification examination dates for in-person
- Provides monthly reports to Executive Assistant for Board update
- Trains successor

Student Position ex-officio

- Must be a student currently enrolled in post-secondary communications and/or marketing programs
- Assists major portfolio areas
- Serves as a student ambassador for IABC NL

Questions? Contact Glenda Power by email iabcnl@gmail.com or by phone 709-770-3833.