



International Association
of Business Communicators
Maritime Canada

2019/20 Board of Directors

Portfolio Roles Descriptions

2018/19 Chapter Mandate

The mandate for the current Board of the IABC Maritime Chapter is coming to an end. At our June AGM, we'll elect a new slate of officers and we're seeking members who can carry on the momentum and the excitement created by the enthusiasm and dedication of the 2016/17 Board of Directors.

2019/20 Board of Directors

Each year, our Chapter is strengthened by its members who want to make a difference, be heard and contribute to the communications profession in the Maritimes. Nominations are now open for the 2019-2020 IABC Maritime Canada Board of Directors.

If you are interested, please review the proposed 2019-20 Maritime Chapter Board Positions and Portfolios (below) and send your expression of interest (a completed [nomination form](#) and your resume) by June 10, 2019, by e-mailing president@iabcmaritime.com and executive@iabcmaritime.com



President

FOCUS: Championing the chapter, engaging board members and building a sustainable future for IABC Maritime Canada.

- succeeds from previous position as Executive Vice President
- serves as the Chief Executive Officer of IABC Maritime Chapter
- works with board members and provides guidance to ensure a cohesive strategy for the chapter's operations
- exercises general supervision over the Executive and Chapter affairs, representing the Chapter at all member events and acts chapter spokesperson as required
- presides at all meetings of the Executive, the membership and Board meetings
- attends monthly chapter meetings and provides verbal updates to the Board on portfolio status and items for Board consideration and discussion, including updates from IABC headquarters, regional Board and IABC International matters
- serves as Chapter delegate to IABC and to the Canada East Region Board
- together with Past-president and Executive Vice-President, is a member of the Nominating Committee for the following year's board positions

All Executive Board members are also responsible to:

- provide two bi-annual reports (December and May) at Chapter Board meeting on successes, wins, setbacks, status of portfolio etc. drawing on information from Directors as required
- ensure all documents produced or received in this role are provided to the Director of Administration to archive appropriately
- research and informs Board of other Chapter related portfolio best practices for possible adoption
- actively recruit and provide a smooth transition from one board year to the next through succession planning and recruitment



Past President

- succeeds from previous position as President
- attends monthly chapter meetings to provide guidance, advice to the Board on all matters
- together with President and Executive Vice-President, makes up the Nominating Committee for the following year's board positions
- researches, prepares and submits Chapter Management Awards for consideration
- researches and informs Board of other Chapter related portfolio best practices for possible adoption
- performs other duties necessary to the office or as prescribed by the President, the Executive Board, membership or IABC Maritime Chapter



Executive Vice President

FOCUS: Providing strategic counsel to the board with the purpose of advancing the chapter's strategic objectives.

- succeeds Chapter [President](#) at the end of the President's term, or in the event of a vacancy
- represents the President (during absences) in professional, educational, community and public roles
- attends monthly chapter meetings
- provides advice and counsel to the President and board on the chapter's direction and progress
- supports chapter strategy and initiatives on membership, professional development, communications and marketing
- uses board year to become familiar with roles and responsibilities of the president's role
- together with President and Past President, makes up the Nominating Committee for the following year's board position
- leads special projects as determined by the board

All Executive Board members are also responsible to:

- provide two bi-annual reports (December and May) at Chapter Board meeting on successes, wins, setbacks, status of portfolio etc. drawing on information from Directors as required
- ensure all documents produced or received in this role are provided to the Director of Administration to archive appropriately
- research and informs Board of other Chapter related portfolio best practices for possible adoption
- actively recruit and provide a smooth transition from one board year to the next through succession planning and recruitment



Finance Portfolio

Vice President, Finance

FOCUS: Maintaining the good financial health of the chapter, and ensuring the proper disbursement of, and accounting for, chapter funds.

- serves as Treasurer and chief financial officer of the Chapter
- responsible for deposit, safekeeping, and disbursement of the funds of the Chapter; maintain records concerning receipts, expenditures, and assets of the Chapter
- prepares an annual budget and dues recommendations for the Chapter
- prepares full and interim financial reports as directed by the board
- attends monthly chapter meetings and provides verbal updates to the Board on portfolio status and items for Board consideration and discussion
- supports chapter strategy and initiatives on membership, professional development, communications, and marketing

All Executive Board members are also responsible to:

- provide two bi-annual reports (December and May) at Chapter Board meeting on successes, wins, setbacks, status of portfolio etc. drawing on information from Directors as required
- ensure all documents produced or received in this role are provided to the Director of Administration to archive appropriately
- research and informs Board of other Chapter related portfolio best practices for possible adoption
- actively recruit and provide a smooth transition from one board year to the next through succession planning and recruitment



Finance Portfolio

Director, Administration

- records board and annual general meeting minutes, noting any action items for board members, and distributes those minutes to Board members in a timely manner
- produces and distributes board meeting agenda in a timely manner
- responsible for organizing time, date and place of board meetings, and sending reminders to board members
- maintains our board's online archive and any other material necessary to the orderly functioning of the Chapter
- maintains the list of contact details for board members
- sets up monthly meeting space for Chapter meetings

All Board Director Members are also responsible to:

- support chapter strategy and initiatives on membership, professional development, communications and marketing
- attend monthly Chapter Board meetings
- provide two bi-annual reports (December and May) at Chapter Board meeting on successes, wins, setbacks, status of portfolio etc.
- research and inform Board of other Chapter related portfolio best practices for possible adoption
- actively recruit and provide a smooth transition to successor
- perform other duties necessary to the office or as prescribed by the President, the Executive Board, membership or IABC Maritime Chapter Bylaws



Membership Portfolio

Vice President, Membership

FOCUS: Retaining membership, growing membership, and engaging members in chapter activities both as participants and volunteers through ensuring direct communication with each IABC Maritime member.

- maintains membership records through MMA
- receives monthly report through MMA and reports those numbers to the Board at each monthly chapter meetings
- develop and promote new and existing member benefits, recruits new members and provides guidance to the Board on opportunities for member retention
- welcome new members, or those with anniversaries with a phone call, provides details of new members to communications group for promotion/feature on social media, newsletter etc.
- maintains connection to HQ on current best-practice around member management, including membership marketing materials
- Corporate Membership prospecting – connect with IABC HQ to understand the process and next step
- works with MSVU and NSCC student representatives to support student membership recruitment, volunteerism
- looks for opportunities to promote IABC awards to members

All Executive Board members are also responsible to:

- provide two bi-annual reports (December and May) at Chapter Board meeting on successes, wins, setbacks, status of portfolio etc. drawing on information from Directors as required
- ensure all documents produced or received in this role are provided to the Director of Administration to archive appropriately
- research and informs Board of other Chapter related portfolio best practices for possible adoption
- actively recruit and provide a smooth transition from one board year to the next through succession planning and recruitment



Membership Portfolio

NSCC Representative/ MSVU Representative

- acts as liaison between IABC and NSCC/MSVU student body
- attends all monthly Chapter Board Meetings in person
- responsible for volunteer recruitment, co-ordination, recognition for events if required
- identifies and facilitates opportunities to engage students with the work of the Chapter
- organizes an IABC presentation day for the President or VP Membership to PR classmates
- develops student event Host portfolio sessions within school
- prepare two bi-annual reports (December and May) on portfolio status – accomplishments, wins, challenges, results, ideas etc. for presentation to Chapter Board
- researches and informs Board of other Chapter related portfolio best practices for possible adoption
- actively recruits and provides a smooth transition to successor
- performs other duties necessary to the office or as prescribed by the President, the Executive Board, membership or IABC Maritime Chapter Bylaws



Membership Portfolio

IABC Certification Liaison

- in coordination with all other portfolios, promotes accreditation to chapter members
- confers with other ABCs/accredited communicators to provide the VP of Professional Development with advice on professional development sessions and to explore opportunities for ABCs/accredited professionals to deliver PD sessions

All Board Director Members are also responsible to:

- support chapter strategy and initiatives on membership, professional development, communications and marketing
- attend monthly Chapter Board meetings
- provide two bi-annual reports (December and May) at Chapter Board meeting on successes, wins, setbacks, status of portfolio etc.
- research and inform Board of other Chapter related portfolio best practices for possible adoption
- actively recruit and provide a smooth transition to successor
- perform other duties necessary to the office or as prescribed by the President, the Executive Board, membership or IABC Maritime Chapter Bylaws



Communications Portfolio

Vice Presidents, Marketing and Communications (these key roles could be shared)

- supports all Chapter initiatives contributing to the success of the Chapter's communication with members and key audiences, both internal and external including Board news and Chapter activities
- provides communication support for all portfolios
- manages internal and external communications, including initiatives, newsletter, email-broadcast services, social media, marketing and media.
- if required, responsible for developing and maintaining effective media relations for the Chapter to ensure that key messages are consistent with the Chapter's Communications Strategy
- oversees Directors of Social Media and Newsletters, and provides guidance as required
- prepare two bi-annual reports (December and May) on portfolio status – accomplishments, wins, challenges, results, ideas etc. for presentation to Chapter Board at monthly meetings
- researches and informs Board of other Chapter related portfolio best practices for possible adoption
- actively recruits and provides a smooth transition to successor
- performs other duties necessary to the office or as prescribed by the President, the Executive Board, membership or IABC Maritime Chapter Bylaws

All Executive Board members are also responsible to:

- provide two bi-annual reports (December and May) at Chapter Board meeting on successes, wins, setbacks, status of portfolio etc. drawing on information from Directors as required
- ensure all documents produced or received in this role are provided to the Director of Administration to archive appropriately
- research and informs Board of other Chapter related portfolio best practices for possible adoption
- actively recruit and provide a smooth transition from one board year to the next through succession planning and recruitment



Communications Portfolio

Director of Social Media

- maintains and updates the chapter's [Facebook page](#) and [Twitter](#) feed in consultation with the VP of Communications & Marketing
- promotes chapter and IABC International resources through social media
- provides counsel on new social media options for chapter consideration and makes recommendations on best-practice

All Board Director Members are also responsible to:

- support chapter strategy and initiatives on membership, professional development, communications and marketing
- attend monthly Chapter Board meetings
- provide two bi-annual reports (December and May) at Chapter Board meeting on successes, wins, setbacks, status of portfolio etc.
- research and inform Board of other Chapter related portfolio best practices for possible adoption
- actively recruit and provide a smooth transition to successor
- perform other duties necessary to the office or as prescribed by the President, the Executive Board, membership or IABC Maritime Chapter Bylaws



Communications Portfolio

Director of Newsletters

- produces the chapter's newsletter in consultation with the VP of Communications
- promotes chapter and IABC international resources through newsletter content

All Board Director Members are also responsible to:

- support chapter strategy and initiatives on membership, professional development, communications and marketing
- attend monthly Chapter Board meetings
- provide two bi-annual reports (December and May) at Chapter Board meeting on successes, wins, setbacks, status of portfolio etc.
- research and inform Board of other Chapter related portfolio best practices for possible adoption
- actively recruit and provide a smooth transition to successor
- perform other duties necessary to the office or as prescribed by the President, the Executive Board, membership or IABC Maritime Chapter Bylaws



Communications Portfolio

Vice President of Web Strategy

- maintains our chapter's website in consultation with the VP of Communications & Marketing
- maintain relationships with the IABC head office Webmaster in order to take best advantage of IABC International web support and resources
- promote chapter and IABC international resources through web content and support efforts of Jobline, PD portfolio etc.
- maintains archived records on Drop Box/Google Docs

All Board Director Members are also responsible to:

- support chapter strategy and initiatives on membership, professional development, communications and marketing
- attend monthly Chapter Board meetings
- provide two bi-annual reports (December and May) at Chapter Board meeting on successes, wins, setbacks, status of portfolio etc.
- research and inform Board of other Chapter related portfolio best practices for possible adoption
- actively recruit and provide a smooth transition to successor
- perform other duties necessary to the office or as prescribed by the President, the Executive Board, membership or IABC Maritime Chapter Bylaws



Professional Development Portfolio

Vice President, Professional Development

FOCUS: Providing professional development opportunities that engage and educate chapter members, and attract new members.

- develops strategy and manages the chapter's professional development (PD) program, in consultation with the board and guided by our chapter's member surveys and event feedback, including procuring speakers, and including an evaluation mechanism
- oversees the efforts of Director of Administration and Logistics, and the ABC/Accreditation Liaison
- works with the ABC/Accreditation Liaison to promote accreditation and support chapter members seeking accreditation
- will be broadly supported by other board members in producing successful PD events.
- sessions should reflect the interests of members as identified through past board year experience
- works closely with Marketing & Communications to produce and distribute PD session promotional material to members and prospects and arrange for photos day of for publication with article on Chapter website and through other media
- Contributes to development of Editorial Calendar for 2016-17
- Sends appropriate thank-you notes to speakers

All Board Director Members are also responsible to:

- support chapter strategy and initiatives on membership, professional development, communications and marketing
- attend monthly Chapter Board meetings
- provide two bi-annual reports (December and May) at Chapter Board meeting on successes, wins, setbacks, status of portfolio etc.
- research and inform Board of other Chapter related portfolio best practices for possible adoption
- actively recruit and provide a smooth transition to successor
- perform other duties necessary to the office or as prescribed by the President, the Executive Board, membership or IABC Maritime Chapter Bylaws



Professional Development Portfolio

Director of Partnerships

- in consultation with the Communications & Marketing implements strategy to build partnerships, acquire sponsorships and promote the IABC Maritime Canada brand, and to promote and grow Job Line
- maintains existing partnerships and relationships of benefit for the Chapter
- acts as a liaison with related communications organizations in the Maritimes (CPRS)
- seeks partnerships with associated groups (ex. Chamber of Commerce, Downtown Business Association, CWC, etc.).
- solicits sponsorships opportunities
- manages the United Way/Gift of Giving event
- coordinates Job Line, including with the Director of Social Media to amplify opportunities

All Board Director Members are also responsible to:

- support chapter strategy and initiatives on membership, professional development, communications and marketing
- attend monthly Chapter Board meetings
- provide two bi-annual reports (December and May) at Chapter Board meeting on successes, wins, setbacks, status of portfolio etc.
- research and inform Board of other Chapter related portfolio best practices for possible adoption
- actively recruit and provide a smooth transition to successor
- perform other duties necessary to the office or as prescribed by the President, the Executive Board, membership or IABC Maritime Chapter Bylaws



Professional Development Portfolio

Director of Events

- responsible for planning, organizing and execution of all non-PD special event and social activities, including AGM and award-related events in line with Chapter strategic plan
- responsible for ensuring Chapter events are well planned and executed, including handling event logistics, such as booking venue and catering, setting up online registration through Karelo, coordinating physical facilities, speaker arrangements, registration and money collection, and procurement of speaker gifts

All Board Director Members are also responsible to:

- support chapter strategy and initiatives on membership, professional development, communications and marketing
- attend monthly Chapter Board meetings
- provide two bi-annual reports (December and May) at Chapter Board meeting on successes, wins, setbacks, status of portfolio etc.
- research and inform Board of other Chapter related portfolio best practices for possible adoption
- actively recruit and provide a smooth transition to successor
- perform other duties necessary to the office or as prescribed by the President, the Executive Board, membership or IABC Maritime Chapter Bylaws