

2024/2025 Board of Directors Portfolio Roles Descriptions

2024/2025 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.

It is important to note that all members of the Board of Directors 2024/2025 slate are required to be active IABC Members when they occupy their positions (beginning July 2024).

Board Composition:

Executive – President
Executive Vice President
Past President

Board of Directors – Vice President, Diversity, Equity, Inclusion and Accessibility
Vice President, Finance and Sponsorship
Vice President, Membership
Vice President, Events
Vice President, Marketing Communications
Director, Board Administration
Director of Content Creation
Webmaster
Certification Liaison
Director of Event Marketing
Student Liaison Director(s)

1. President

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

- Succeeds from a previous position as Vice President and serves as the Chief Executive Officer of IABC Maritime Chapter.
- Works with Board members 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 as 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.

- Ensures effective Board [management and governance](#) in alignment with IABC (international) bylaws, policies, procedures, and by the IABC Code of Ethics for Professional Communicators.
- Together with Past President and Executive Vice President, is a member of the Nominating Committee for the following year's Board positions.
- Ensuring all documents produced or received in this role are saved to the Google Drive and provided to the Executive/Board as appropriate.
- Actively recruits and provides a smooth transition from one Board year to the next through succession planning.
- Responsible, with the participation of the Executive, to plan and execute one (1) in-person strategy session for the Board each year.
- Ensuring all documents produced or received in this role are saved to the Google Drive and provided to the Executive/Board as appropriate.

2. **Past President**

FOCUS: Supporting the President and Executive Vice President in engaging Board members and building a sustainable future for IABC Maritime Canada, championing the Chapter, providing guidance and feedback to Board.

- Succeeds from a previous position as President.
- Provides advice and counsel to the Executive.
- Responsible for organizing the Past President's meeting to gather feedback and create engagement with past IABC Maritime Canada Presidents.
- Attends monthly Chapter meetings.
- Ensuring all documents produced or received in this role are saved to the Google Drive and provided to the Executive/Board as appropriate.

3. **Executive Vice President**

FOCUS: Providing counsel to the Board to advance the Chapter's strategic objectives. Supports portfolios as needed.

- Member in good standing of the previous year's Board of Directors.
- 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 and runs meetings if President unavailable.
- Provides advice and counsel to the President and Board on the Chapter's direction and progress.
- Supports Chapter strategy and initiatives on events, membership, professional development, communications and marketing.
- Uses Board year to become familiar with the roles and responsibilities of the President.
- Together with the President and Past President, makes up the Nominating Committee for the following year's Board positions.
- Leads special projects as determined by the Board.
- Ensures effective Board [management and governance](#) in alignment with IABC (international) bylaws, policies, procedures, and by the IABC Code of Ethics for Professional Communicators.
- Ensuring all documents produced or received in this role are saved to the Google Drive and provided to the Executive/Board as appropriate.
- Serves as a member of the Nominating Committee for the following year's Board positions.

- Actively recruits and provides a smooth transition from one Board year to the next through succession planning.

4. **Vice President, Diversity, Equity, Inclusion and Accessibility**

FOCUS: Work with communications professionals in the region to identify, examine, and break down barriers to realizing opportunities, growth, and advancement for diverse communicators. Create an open and inclusive environment for communications professionals through events, one-on-one interactions, the Board, and digital platforms.

- Provides advice and counsel to the Board on the Chapter's direction, events, management, and progress through the lenses of inclusivity, anti-racism, accessibility and diversity.
- Provides tools and resources to support diversity in Chapter content, events, and professional development.
- Works collaboratively across portfolios to create open and inclusive environments for communications professionals to share, learn, teach, and grow through events, one-on-one interactions, our Board, and digital platforms.
- Provides Executive with counsel on Board composition and recruitment.
- Ensures IABC Maritime honours its commitments to EDIA as stated on [IABC Maritimes website](#)
- Be a member of [IABC's EDIB Special Interest Group](#)

Board members are also responsible for:

- Providing regular verbal updates at Chapter Board meeting on successes, wins, setbacks, status of portfolio etc. drawing on information from Directors as required.
- Ensuring all documents produced or received in this role are saved to the Google Drive and provided to the Executive/Board as appropriate.
- Researching and informing Board of other Chapter-related portfolio best practices for possible adoption.
- Actively recruiting and providing a smooth transition from one Board year to the next through succession planning and recruitment.
- Promoting IABC, Chapter events, membership and benefits via their network and the social media channels where they are active.
- Performing other duties necessary to the office or as prescribed by the President, the Executive Board, membership or IABC Maritime Chapter Bylaws.

5. **Vice President Finance and Sponsorship**

FOCUS: Maintaining the good financial health of the Chapter, and ensuring the proper disbursement of, and accounting for, Chapter funds. Responsible for good stewardship of partners and sponsorship funds.

- Serves as Treasurer and Chief Financial Officer of the Chapter.
- Provides advice to the Board on pricing and other financial matters.
- Responsible for deposit, safekeeping, and disbursement of the funds of the Chapter; maintain records concerning receipts, expenditures, and assets of the Chapter.
- Contributes to an annual budget for the Chapter.
- Prepares interim and year-end financial reports for the Board.
- Provides year-end financial reports to the Board for approval and remits them to IABC headquarters.
- Maintains accurate and useful books.

- In partnership with Executive, builds and maintains sponsorship/partnership opportunities for IABC Maritime.
- Manages IABC Jobline requests, payments, and postings.
- 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, events, professional development, communications, and marketing

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6. Vice President, Membership

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

- Maintains membership records through IABC member management system (MMS).
- Attends monthly Chapter meetings.
- Receives monthly reports through MMS and reports those numbers to the Board at each monthly Chapter meeting.
- Develops and promotes new and existing member benefits, recruits new members and provides guidance to the Board on member retention and recruitment opportunities.
- Welcomes new members or those with anniversaries with an email and provides details of new members to the communications group for an email list, promotion/feature on social media, newsletter, etc.
- Maintains connection to HQ on current best practices around member management, including membership marketing materials, membership drives, etc.
- Works with Student Liaison Director to promote student membership recruitment, and volunteerism at post-secondary institutions across Nova Scotia, New Brunswick and PEI.

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7. Vice President, Events

FOCUS: Create member value by organizing and managing timely, diverse, engaging professional development and networking events.

- Responsible for planning, organizing and executing professional development and social activities in alignment with the Chapter's Mission and Plan.
- Ensure Chapter events are well planned and executed, including handling event logistics, such as booking speakers, venues, and catering, setting up Zoom, setting up online registration through EventBrite, coordinating physical facilities, speaker arrangements, registration and money collection, and procuring speaker gifts.
- Responsible for managing calendar of events and reporting event dates to Board, Region, and IABC international.
- Liaise with related communications organizations in the Maritimes (CPRS) to cross-promote and/or co-host events
- Maintain and build partnerships with agencies and associated groups, including non-profit organizations (ex. National, Verb, Venor, United Way, Prosci, PMI, etc.) to solicit sponsorship opportunities, cross-promote and/or co-host events
- Work with VP, Marketing Communications to create branding and promotion for event.
- Manage day-of event details and logistics.

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8. Vice President, Marketing Communications

FOCUS: Manage Chapter branding, social media, newsletters, and all communications related to Chapter initiatives, events, and activities.

- Provides communication support for all portfolios.
- Manages internal and external communications, including initiatives, newsletters, email-broadcast services, social media, marketing and media.
- Oversees team of 2 volunteer members(Webmaster and Director of Content Creation) and guides as necessary.

- 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
- Reports portfolio status to Chapter Board at monthly meetings.
- Provides guidance to the Board on portfolio best practices.

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9. Director, Board Administration

FOCUS: Maintaining the good administrative health of the Chapter and ensuring the proper recording, storage and distribution of Chapter materials, correspondence, official records, files, etc.

- Reports to the Executive Vice President.
- Maintains and updates the Google Drive folder for the current Board year.
- Records Board and Annual General Meeting minutes, noting any action items for Board members. Distribute those minutes to Board members and uploads to the appropriate Google Drive in a timely manner.
- Maintains the list of contact details for Board members.
- Supports the President in the organization, creating and distributing all Board materials, meetings and events.
- Provide administrative support to other Board members as needed.

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10. Director of Content Creation

- Reports to the Vice President, Marketing Communications

- Creates, maintains, and updates Chapter content for newsletters, Jobline, social media, blogs, videos, etc.
- Promotes Chapter, Regional and IABC International priorities through content creation.
- Provides counsel and recommendations on best practice and adoption of new tools.

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11. Webmaster

- Reports to the Vice President, Marketing Communications
- Maintains and updates content for Chapter website.
- Manages all inquiries received via the Chapter website.
- Provides counsel and recommendations on best practices and adoption of new tools/platforms.

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12. IABC Certification Liaison

- In coordination with all other portfolios, promotes accreditation to Chapter members, including personal outreach to IABC Maritime members.
- Manages in-person exam delivery.
- Responsible for keeping up to date on IABC/GCCC certification developments.

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13. Director of Event Marketing

- Reports to the Vice President, Events
- Creates Chapter content specific to events and distributes to Communications Marketing team.
- Supports and assists Vice President, Events with coordination of events including emailing speaking, Eventbrite setup/management, etc.
- Promotes Chapter, Regional and IABC International events through content creation.
- Provides counsel and recommendations on best practice and adoption of new tools.

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14. Student Liaison Directors

There is one (1) position available from each post-secondary institution in Nova Scotia, New Brunswick and Prince Edward Island. Representation will change each year, based on interest from students.

- Reports to Vice President, Membership.
- Acts as liaison between the student body and Chapter.
- Identifies and facilitates opportunities to engage students with the work of the Chapter.
- Works with Executive on logistics and promotion for Annual Portfolio competition.
- Supports events portfolio through creation of graphics, event logistics, social media strategy, etc.

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