



## **IABC Edmonton Bylaws**

*Revised April 26, 2016*

*Adopted May 26, 2016 at AGM*

### **Article 1 Name and Location**

- Section 1. Name. The name of the society is the International Association of Business Communicators, Edmonton Chapter, or IABC Edmonton. This organization, herein referred to as the chapter, shall be affiliated with IABC Canada West Region (CWR), and the parent organization, IABC (International Association of Business Communicators), headquartered in San Francisco, CA, USA.
- Section 2. Location. The geographic area covered by IABC Edmonton shall include Edmonton, the Capital Region and Northern Alberta.

### **Article 2 Purpose & Objectives**

- Section 1 Purpose. The purpose of the chapter shall be to advance the professional standards and practices of communication within business, industry, associations, government and such organizations as may be represented by the membership.

The purpose shall be carried out in accordance with the mission of IABC International and the objectives noted in the constitutions of IABC and IABC Canada West Region.

### **Article 3 Membership**

- Section 1. Qualification. Membership in this association shall be composed primarily of professional communicators engaged in internal and external organizational communication. Membership in IABC Edmonton includes membership in Canada West Region and IABC International. Membership shall be in any one of the six classifications:

- Section 2. Types of Membership.
- a) Professional Members. Professional Members include professional communicators, educators, consultants, and other professionals in the communication field; Fellows; retired communicators; and others as may be designated from time to time by the Executive Board.



- b) Student members. Student Membership is open to students of educational institutions, as defined in IABC policy.
- c) Affiliate members. The Executive Board may establish affiliate membership, based on membership in Affiliate organizations, as set forth in Article 3, Section 6, and other categories of membership, as the Executive Board may determine from time to time.
- d) Membership sections. The Executive Board may establish membership sections based on professional, industry, or specialized fields, or other criteria that the Executive Board may determine from time to time.
- e) Service and participation. Policies governing services and participation for all membership categories and sections shall be determined by the Executive Board, unless otherwise stipulated in these bylaws.

Section 3. Duration of Membership; Resignation/Removal; Member Rights  
Membership is effective during the period for which dues have been paid.

Resignation. Any member may resign by filing a written resignation with the Secretary/Treasurer or with IABC. All rights, privileges, and interest of a member in or to the Association shall cease on termination of membership. No dues shall be refunded, as set forth in Article 2, Section 4, Paragraph (d).

- a) Removal. Any member may be removed from membership by the Executive Board by a two-thirds vote. For any cause other than nonpayment of dues, removal shall occur only after the member in question has been given at least 30 days' notice of the proposed termination and reasons for such termination. That member will have at least 15 days to respond in writing to IABC for submission to the Executive Committee, which then shall make a final determination. No dues shall be refunded, as set forth in Article 2, Section 4, Paragraph (d).
- b) Voting Rights. Voting rights are reserved for Professional Members of the Association.
- c) Open Meeting Attendance. Professional Members are entitled to attend and observe all meetings of the Association; and meetings and sessions of all Association boards, committees, task forces, work groups, and other subgroups; however, no Professional Member is entitled to address, interrupt, or otherwise participate in



such meetings without the express invitation of either the Chair or group leader, or the consent of a majority of the board, committee, or group holding the meeting. The Association and its Regions, Chapters, and other subdivisions may establish fees for some meetings.

- d) Closed meeting attendance. Professional Members are not entitled to attend sessions of the Executive Board, the Executive Committee, or any other governing group that have been closed in accordance with law, IABC policy, or IABC bylaws, as set forth in Article 5, Section 5.

#### **Article 4 Dues**

- Section 1. Establishment of dues. The chapter portion of dues and other chapter fees shall be set by a two-thirds vote of the executive board.
- Section 2. Cancellation. Membership dues shall be paid on an annual basis. Members who renew after two months beyond the annual renewal date shall be charged an additional initiation fee as determined by the Executive Board.
- Section 3. Refunds. No dues shall be refunded to any member whose membership terminates for any reason.
- Section 4. Ownership. IABC memberships belong to individual members. When employees leave an organization, they take their membership with them. However, if the employer has paid the membership dues, the employer is entitled to put another employee in the open membership seat at no charge.

#### **Article 5 Organizational Structure**

- Section 1. The executive board of IABC International may establish units within IABC Edmonton to serve specific geographical, functional or other interests.
- Section 2. Member-at-large. A member at large is a regular or associate member of IABC International who does not belong to a chapter.



## **Article 6 Meetings of Members and Voting**

- Section 1. Regular meetings. The board of directors shall meet at least eight times annually as a whole. Additional meetings may be called at the discretion of the president.
- Section 2. Notice of meetings. All members shall be sent written notice of meetings of the full membership at least one week prior to said meeting.
- Section 3. Special meetings. The board of directors may call special meetings of the membership at any time by sending written notice as specified above.
- Section 4. Annual meeting. The chapter Annual General Meeting shall be held within at least one month of the close of the operating year. Chapter members shall be notified in writing 30 days prior to the Annual General Meeting.
- Section 5. Voting. Those eligible to vote shall be members meeting the requirements of membership as set forth in these bylaws, with the exceptions of associate, student and honorary members who shall not be eligible to vote.
- Section 6. Quorum. A quorum of the board of directors shall be 50 per cent of board members and must include the president or executive vice president. A quorum necessary to act on official business of the entire chapter shall consist of at least 20 per cent of the total voting membership.
- Section 7. Cancellation. The board of directors, by a majority vote, may cancel or postpone any meeting of the chapter for cause, except those called by a quorum of the membership.
- Section 8. Chapter meetings. Upon request, all chapter members may attend any board meetings at the discretion of the board of directors.
- Section 9. Rules of Order. Meetings and procedures of the board of directors and IABC Edmonton meetings shall be regulated and controlled according to Robert's Rules of Order for parliamentary procedure, except as otherwise noted in these bylaws.
- Section 10. Proxies. Directors (members of subcommittees reporting to Senior Directors who are board members) shall be able to attend board meetings and vote on behalf of a voting board member if the board member is unable to attend the meeting in person.



## **Article 7 Officers**

- Section 1. Governing body. The governing body of IABC Edmonton shall be known as the board of directors.
- Section 2. Officers. The members of the board of directors shall serve as the officers of IABC Edmonton. The board of directors shall include at least a president, past president, executive vice president, senior director of administration and senior director of finance. All other board members shall be determined by the board of directors based on the needs of the chapter. A list of current chapter officers and job descriptions shall be maintained as an addendum to these bylaws. Changes to job descriptions and director positions shall be made based on a majority vote by the board of directors and must include the president or executive vice president.
- Section 3. Qualifications for office. Any regular member in good standing shall be eligible for nomination and election to office in IABC Edmonton.
- Section 4. Nomination of officers. The executive vice president is responsible for putting together the board slate.

The executive vice president shall create a recruitment committee to review and vote on all applications based on majority; the committee should consist of a minimum of five current board members, including the president or executive vice president, and copies of the slate shall be sent to all voting members at least 30 days in advance of the annual general meeting.

Additional nominations. In addition to the nominating slate presented to members, any member eligible to vote may be nominated to stand for any elected position on the board of directors, provided the nomination be seconded by a member eligible to vote, and proposed in writing to, and received by, the chair of the nominating committee no later than 15 days before the annual general meeting for election of officers. The board of directors will not accept nominations from the floor at the annual general meeting.

The executive vice president shall automatically succeed to the office of president and the president shall automatically succeed to the position of past president.

Board members shall have automatic succession for second year of identified terms.



The board shall put out a call to active IABC Edmonton members to fill open positions.

The board shall also form an ad hoc recruitment committee to review submissions.

- Section 5. Election of officers. The board of directors, with the exclusion of the president and immediate past president who have automatic succession, shall be elected by: (a) acclamation of each person nominated in a slate submitted to the membership by the nominating committee or (b) a secret ballot majority vote conducted among members eligible to vote upon establishment of quorum (20 per cent of chapter membership) at the chapter's annual general meeting.

The election of the board of directors shall take place at the annual general meeting of the chapter membership conducted each year.

- Section 6. Term of office. The term of office shall commence on July 1 and end on June 30 the following year in conjunction with the operating year. No member shall serve as chapter president for more than two full terms consecutively. Members of the board of directors may serve up to two terms in the same position.

- Section 7. Vacancies or removal. In the event that the president is unable to serve, the executive vice president will automatically fill the vacant position. In the case of all other board vacancies, the president shall recommend a replacement for approval of the board of directors by a majority vote that must at least include the president or executive vice president.

The board of directors, at its discretion and following IABC policy, may remove any officer from office for cause by a two-thirds vote.

### **Article 8 Duties of Officers**

- Section 1. President. The president shall serve as the chief executive officer of IABC Edmonton; exercise general supervision over the executive affairs of the chapter; preside at all regular and special meetings; represent IABC in civic, professional and educational activities. The president shall perform other duties necessary to the office or as prescribed by the board of directors.

- Section 2. Executive vice president. The executive vice president shall have duties assigned by the president and act in the absence of the president.



- Section 3. Past president. The past president shall serve as the chair of the nominating committee, serves as a member of the board of directors, provides counsel to the board, and undertakes special projects as requested.
- Section 4. Senior Director of Finance. Consistent with the bylaws and directions of the membership and the board, the senior director of finance is charged with controlling the financial affairs of the chapter.
- Section 5. Senior Director of Administration. The senior director of administration is responsible for keeping chapter records, and recording all actions of the board of directors and all business of IABC Edmonton.
- Section 6. Senior Directors serve as members of the board of directors and perform duties as assigned within the job descriptions attached to the bylaws of the chapter. They provide strategic and administrative direction and leadership in key functional areas that contribute to the operation of the chapter, the achievement of chapter goals and the provision of services to members. Senior directors are also responsible for leading their respective leadership committees (subcommittees of volunteers) as appropriate.
- Section 7. Other officers. The board of directors shall make additions/deletions/changes to portfolio directors prior to the slating of a new board as deemed necessary to best meet the needs of the chapter.

### **Article 9 Board of Directors**

- Section 1. Composition. The board directors of IABC Edmonton shall consist of the senior directors of IABC Edmonton as defined in Article 8. Directors shall be ex officio, non-voting members of the board of directors, except where specified by a proxy.
- Section 2. Authority and responsibility. The board of directors shall have supervision, control and direction of the affairs of IABC Edmonton, shall determine its policy or changes therein within the limits of these bylaws, shall actively pursue its mission, and shall supervise disbursements of its funds.
- Section 3. Special committees may be struck as required at the discretion of the board of directors. Volunteers are responsible for specific functional areas under the direction of the board of directors and/or appropriate portfolio directors.
- Section 4. Quorum. A quorum of the board of directors shall consist of a majority of the voting members, including either the president or executive vice



president. If a quorum cannot be mustered, a meeting may proceed and any action taken shall become valid if subsequently confirmed by majority approval of the members of the board of directors.

- Section 5. Compensation. Officers shall not receive any compensation for their services as a board member. In special circumstances, a member of IABC Edmonton may receive remuneration based on a majority vote of the executive board.
- Section 6. Conduct. There must be no self-dealing or any conduct of private business or personal services between board of directors and members, except as procedurally controlled to ensure openness, competitive opportunity, and equal access to otherwise “inside” information. Member distribution lists may not be accessed or used by members for personal gain.

### **Article 10 Finance**

- Section 1. The chapter fiscal year shall commence July 1 and end June 30 in conjunction with the chapter’s operating year.
- Section 2. Authority. The board of directors shall have authority over the receipts, expenditures and assets of IABC Edmonton.
- Section 3. Budget. The board of directors shall table and approve an operating budget covering all activities of IABC Edmonton no later than 120 days from the annual general meeting. Once approved, a budget summary shall be shared with the chapter membership within 30 days after approval by the board of directors.
- As per IABC guidelines, a minimum amount equal to three months (25 per cent) to four months (33 per cent) of the current year’s budgeted expenses will be retained as a working capital fund. Accumulated excess of revenue over expenses will be designated into a specified reserve fund or used for special projects as approved by a majority vote of the board of directors.
- Section 4. Reserves. Financial reserves as identified in the chapter financial statement and approved by the board of directors shall be retained from chapter funds. Removal of funds from the reserve up to 25 per cent must be approved by a majority vote of board of directors, which must include the president or executive vice president. The chapter membership must be notified by the director of finance at least 15 days in advance if more than 25 per cent of the reserve will be removed. Funds cannot be removed if more than 10 per cent of the members eligible to vote are



opposed to the expenditure. The level of reserves shall be maintained as outlined in the guidelines attached to these bylaws.

- Section 5. Operating revenue. The chapter shall obtain its income from the dues rebate allocated from International, from the proceeds of seminars, workshops and other programs, from advertising and sponsorship, and from special events and projects.
- Section 6. Placement of funds. Funds of the chapter shall be deposited in member institutions of the Canada Deposit Insurance Corporation or other registered financial institutions that guarantee the security of deposits and may not be withdrawn against the signature of one single officer acting alone.
- Section 7. Expenditure limit. No expenditures exceeding 10 per cent of liquid funds, that have not previously been approved as part of the chapter's annual operating budget, shall be made unless approved through a majority vote of the board of directors that must include the president and executive vice president.
- Section 8. Financial review. The financial records of the chapter shall be reviewed annually by a qualified accountant (CGA, CMA, CA). Financial statements, as reviewed by this accountant, shall be published and submitted to members within 90 days of the fiscal year-end. The board of directors at least quarterly shall review the chapter finances, including monthly reconciliation. A formal audit shall be conducted once every two years.
- Section 9. Society status. The director of finance shall be responsible to ensure the annual reporting and renewal of society status as required by provincial legislation.
- Section 10. Access to financial statements. Any chapter member may inspect the books and records of IABC Edmonton upon giving 15 days' written notice and arranging a time satisfactory to the director(s) having charge of the records. Each member of the executive board shall at all times have access to such books and records.

#### **Article 11 Liability**

- Section 1. The chapter shall support members of the board of directors in the event of any error in judgment, or for failure to take action on advice of counsel, or for anything done or omitted to be done in good faith when working in the best interests of IABC Edmonton and its membership.



The board shall maintain a directors & officers liability insurance policy to protect board members personally from claims that may arise from activities the board conducts while executing the chapter's mandate.

**Article 12  
Non-discrimination**

Section 1. IABC Edmonton shall not accept any organizational unit that denies membership or membership privileges, nor shall it deny membership or membership privileges itself on the basis of race, creed, religion, disability, sex, sexual preference, age, color or national origin.

**Article 13  
Dissolution**

Section 1. IABC Edmonton shall use its funds only to pursue the mission specified by IABC International and no part of said funds shall be distributed to members of IABC Edmonton. On dissolution of IABC Edmonton, upon payment of any just debts, any funds remaining shall be distributed to the International Association of Business Communicators.

**Article 13  
Amendments**

Section 1. The executive board of directors shall have the power to create, alter, amend or adjust, suspend or cancel bylaws necessary for the efficient operation of the chapter, providing that in no instance do the bylaws contravene the bylaws of IABC and/or those of IABC Canada West Region.

Section 2. Ratification of bylaws shall be made by a establishing a quorum of at least 20 chapter members who are eligible to vote, providing the proposed amendment or bylaw has had prior approval of the executive board, does not contravene the constitution or bylaws of IABC or IABC Canada Western Region, and has been presented to the membership in writing at least 30 days before the voting deadline.

Section 3. Pending such ratification, bylaw amendments shall be considered effective from the date of executive boards' ratification.

Section 4. Any member may propose amendments to the executive board at any time, either in person or in writing. The executive board shall respond to or act upon any amendments within 60 days of the submission of such amendment(s).

## IABC Edmonton – Addendum to Bylaws

### Article 8, Section 6

The board structure and job descriptions for IABC Edmonton Directors are as follows:

#### **Board Structure**

Board of Directors – Executive Committee (10)

The Board of Directors is responsible for all fiduciary responsibilities of the IABC Edmonton chapter. The Board sets, communicates and oversees the chapter's overall strategic direction.

<b>Board position</b>	<b>Term</b>	<b>Oversight</b>
President	One year	Board of Directors as member of Executive Committee
President-elect (also referred to as Executive Vice President)	One year	Board of Directors as member of Executive Committee
Senior Director, Finance	Two years	Board of Directors as member of Executive Committee
Senior Director, Administration	Two years	Board of Directors as member of Executive Committee
Past President	One year	Board of Directors as member of Executive Committee
Senior Director, Marketing and Communications	Two years	Marketing and Communications Leadership Committee (see below)
Senior Director, Sponsorship	Two years	N/A
Senior Director, Membership	Two years	Member Relations Leadership Committee
Senior Director, Programming	Two years	Programming Leadership Committee
Senior Director, Volunteers	Two years	N/A



## Chapter Leaders (13) and Leadership Committees (3)

Three Leadership Committees are proposed to support the work of the Board of Directors. The individuals on these committees are considered Directors and are responsible for executing on the strategy outlined by the Board. All Directors report directly into a designated Senior Director, who sits on the Board as the representative of that Leadership Committee. While Directors are not voting members of the Board (except as specified by a proxy), they are senior leaders within the chapter who may have volunteer teams reporting to/working with them.

### **Marketing and Communications Leadership Committee**

Oversight: Senior Director, Marketing and Communications

Positions:

- Director, Jobline
- Director, Social Media
- Director, FYI
- Director, Website
- Director, Visual Media and Design

### **Member Relations Leadership Committee**

Oversight: Senior Director, Membership

Positions:

- Director, Member Relations
- Director, Student Development – new grad preferred
- Director, Member Research

### **Programming Leadership Committee**

Co-oversight: Senior Director, Programming

Positions:

- Director, Mentorship
- Director, Certification
- Director, Capital Awards
- Director, Events
- Director, Professional Development

## **Job Descriptions**

### **Past President**

- Provides counsel to the President and other officers of the chapter.
- Actively participates in chapter meetings and programs, serving as meeting chair in the absence of the President and Incoming President.
- Coordinates and submits entries for the IABC Chapter Management Awards (CMA), working directly with the portfolio leads responsible for the submission.



- Participates in the nominating committee for the Inspired Leader of the Year, Inspired Communicator of the Year and Inspired Member of the Year awards for the Capital Awards program. The committee should consist of one other current board member and other chapter past-presidents.
- Chooses a project to either plan and execute wholly or to assist another portfolio with in consultation with the President.
- Maintains a record of the year's activities in this position and train successor.

### **President**

- Provides overall leadership and oversight for the Board, including direct support and mentorship to officers of the chapter.
- Oversees the development, management and measurement of a strategic plan for the upcoming year.
- Plans and executes a board orientation and strategic planning session within three months of taking office (July 1 to September 30).
- Sets agenda and chair meetings of the board.
- Represents the chapter at a regional and international level, as required.
- Represents the chapter in professional, educational, community and public roles, as required.
- Acts as a liaison with related communications organizations in Northern Alberta.
- Monitors the responsible handling of chapter funds and resources, working closely with the chapter's finance director.
- Serves as an authorized as a bank-signing officer.
- Chairs the nominating committee for the Inspired Leader of the Year, Inspired Communicator of the Year and Inspired Member of the Year awards for the Capital Awards program. The committee should consist of one other board member, and other chapter past-presidents including current past-president.
- Responsible for working with the President-elect to ensure appropriate and effective succession planning, including the assignment of informal "Board Buddies".
- Maintains a record of the year's activities in this position and train successor.

### **Executive Vice President (President-elect)**

- Supports the President in providing overall leadership and oversight for the Board.
- Supports the development, management and measurement of a strategic plan for the upcoming year.
- Actively participates in chapter meetings and programs, serving as meeting chair in the absence of the President.
- Represents IABC Edmonton within the Canada Western Region (CWR), serving as a chapter representative on the regional Board. Responsible for participating in monthly CWR meetings, submitting monthly status reports and building relationships with other regional chapters.
- Represents the chapter at an international level, as required, but specifically including Leadership Institute.



- Represents the chapter in professional, educational, community and public roles, as required.
- Creates and coordinates opportunities for leadership development of IABC Edmonton board members, including annual attendance at Dare to Lead and scholarship nomination for World Conference. Responsible for appropriately budgeting and determining who will attend on behalf of the chapter.
- Prepares for year as President by: reviewing and amending chapter bylaws as necessary, reviewing and updating board roles and responsibilities as necessary, confirming and presenting a board slate for the upcoming year at IABC Edmonton's annual general meeting, and supporting the planning and development of the chapter's annual orientation and strategy planning session.
- Serves as an authorized as a bank-signing officer.
- Maintains a record of the year's activities in this position and train successor.

#### **Senior Director, Finance**

- Responsible for the monitoring and management of the chapter's financial health.
- Responsible for the chapter's financial relationships and accounts including, but not limited to, TD Canada Trust and PayPal.
- Works with the President and President-elect to prepare an annual budget for submission to the board within 60 days of the board's term of office.
- Maintains complete and accurate records of all financial transactions, overseeing financial activities of other chapter leaders.
- Provides a monthly update on the chapter's financial health, flagging any potential or real issues. May also be required to provide reports on an ad hoc basis as requested by the President, President-elect or membership.
- Consults with other board members and members of the chapter as required on issues relating to finances and financial management, including investments, banking institutions, uses for any excess funds, and financial policies.
- Collects or arranges for collection of all money due to the chapter and deposits them in such financial institution(s) as the board may direct.
- Receives, confirms and pays within 30 days of receipt all invoices or internal expense claims for charges incurred by the chapter.
- Serves as authorized as a bank-signing officer.
- Works with selected accounting firm to conduct annual year-end review of financial records. Recommends audit if required.
- Arranges for annual submission of Society's registration (April)
- Prepares year-end report and tax forms for IABC headquarters.
- Performs other duties as may be required by the board of directors or the membership.

#### **Senior Director, Administration**

- Responsible for administrative management of board activities including, but not limited to, meeting preparation and document management



- Responsible for all general correspondence with IABC Edmonton, including chapter email address and mailbox.
- Responsible for the development and execution of a portfolio plan and budget for the year, as approved by the President.
- Meeting management responsibilities:
  - Prepares monthly board meeting agendas in collaboration with executive team, issuing them a minimum of two days in advance of meetings.
  - Calls for portfolio reports one week prior to each board meeting.
  - Records all actions and minutes of the board and all business of IABC Edmonton at regular meetings.
  - Issues meeting minutes and action items to all board members no later than one week after the meeting.
- Document management responsibilities:
  - Maintains all chapter papers and records, as well as archives, artifacts, history and displays.
  - Coordinates communication content for all required calls and notices related to bylaw changes, board slate approval, or other items requiring membership vote and ratification including:
    - Issuing the board slate and minutes from the previous AGM to the membership **no later than 30 days prior to the AGM.**
    - Issuing approved board slate and minutes from the current AGM to members **no later than 30 days after the AGM.**
    - Organizing proxy votes by email if necessary.
    - Issuing the official budget to members **no later than 30 days after the first board meeting of the board year.**
- Responsible for planning and executing the Annual General Meeting portion of the Capital Awards Gala, including:
  - Preparing any required presentation materials
  - Making available minutes from the previous AGM
  - Identifying whether quorum is achieved at the AGM
  - Taking minutes at the AGM
- Serves as secretary to the President as needed.
- Responsible for renewing postal box rental and arranging for monthly mail collection or more frequently as required.
- Performs other duties as may be required by the board of directors or the membership.

### **Senior Director, Marketing and Communications**

- Provides oversight for the marketing and communications activities of IABC Edmonton
- Guides and oversees the work of directors on the Marketing and Communications Leadership Committee (inclusive of directors responsible for: Jobline, FYI, social media, website, brand and design)
- Works with direct reports to plan, develop, and implement cross-chapter communications and marketing plans and producing communications materials,



- taking into account overall chapter goals, measurable objectives, target groups, timelines, cost estimates and projected impact.
- Develops a portfolio plan and budget for the year, including potential revenues.
  - Identifies sponsorship needs for the portfolio.
  - Maintains regular measurement for ongoing communication vehicles.

#### **Senior Director, Sponsorship**

- Develops a portfolio plan and budget for the year.
- Works with all board members to determine sponsorship needs (financial and in-kind) for the upcoming year.
- Develops and maintains a sponsorship program, complete with documentation for sponsorship agreements that can be used by other board members approaching sponsors.
- If sponsors are identified by other board members, works to secure those sponsors and is the primary contact on all sponsorship agreements with those sponsors.
- Works to acquire sponsorships and other sources of revenue for the chapter.
- Seeks partnerships with associated groups (ex. Chamber of Commerce, Downtown Business Association, etc.) as may be appropriate.
- Liaises with current sponsors and ensures proper recognition activities are carried out, and any financial sponsorships are appropriately paid to the Senior Director of Finance.
- Other duties as requested by the board.
- Liaises with directors responsible for sponsored events or activities to ensure benefits are executed (including PowerPoint slides, blog posts, signage, etc. as appropriate).

#### **Senior Director, Membership**

- Provides oversight for the marketing and communications activities of IABC Edmonton
- Guides and oversees the work of directors on the Membership Leadership Committee (inclusive of directors responsible for: member relations, member research, and student development)
- Works with direct reports to plan, develop, and implement membership recruitment and retention strategy
- Develops a portfolio plan and budget for the year
- Develops programs to welcome and orient new members, considering all membership types as outlined in IABC Edmonton bylaws
- Oversees annual and ad hoc membership research, with input from all portfolios
- Provides all board members with membership data from MMA database on a monthly basis and as requested
- Identifies sponsorship needs for the portfolio
- Performs other duties as may be required by the board and the membership.



### **Senior Director, Programming**

- Provides oversight for IABC Edmonton's programming
- Guides and oversees the work of directors on the Programming Leadership Committee (inclusive of directors responsible for: special events, Capital Awards, certification, mentorship and professional development)
- Works with direct reports to plan, develop, and implement cross-chapter programming plans, taking into account overall chapter goals, measurable objectives, target groups, timelines, cost estimates and projected impact.
- Develops a portfolio plan and budget for the year, including potential revenues.
- Identifies sponsorship needs for the portfolio.
- Maintains regular measurement for ongoing communication vehicles.
- Manages a subcommittee of IABC member volunteers to assist in planning and implementing a professional development program and to provide volunteers with a valuable volunteer experience.
- Procures presenters that will be of interest and value to the diverse membership of the IABC Edmonton Chapter, based on the research from previous years.
- Facilitates and manages all details of professional development activities, including: speaker/presenter arrangements, speaker gifts, event set-up in Eventbrite, coordination of physical facilities and catering, post-event measurement.
- At the close of each event, posts relevant information into board report on Google Drive and/or submit to the Director of Finance.
- Works directly with Director of Communications and Marketing to ensure professional development activities are adequately promoted.
- Analyzes professional development survey results and other research data to enhance the ongoing effectiveness of the professional development portfolio.
- Develops relationships with professional development participants and promote IABC as the communicator's association of choice.
- Compiles all data related to the professional development portfolio to provide continuity to the successor.
- Develops strategies that will provide support and assistance to the other IABC Edmonton Chapter portfolios.
- Identifies sponsorship needs for the portfolio and provide those to the Director of Sponsorship.
- Works with Special Events and Awards to ensure all events are aligned.

### **Senior Director, Volunteers**

- Develops a portfolio plan and budget for the year.
- Works with all board members to determine volunteer needs (financial and in-kind) for the upcoming year.
- Promotes the benefits of volunteering to members at events and through our communication and marketing tools when appropriate.
- Coordinates the chapter's volunteers for board members requiring them.
- Recruits new volunteers as required and retain existing volunteers.
- Develops a volunteer database, housed on Google Drive, outlining all volunteers, length of service and areas of interest.



- Ensures volunteers receive appropriate recognition/appreciation for their volunteer efforts.
- Makes recommendations annually of volunteers who may be appropriate for board succession planning and/or Inspired Member of the Year nomination for Capital Awards.
- Identifies sponsorship needs for the portfolio and provide those to the Senior Director of Sponsorship.
- Performs other duties as may be required.
- Accountable for checking back in with board directors to ensure volunteer relationships have been realized and are mutually beneficial for IABC and the volunteer.

### **Marketing and Communications Leadership Committee**

Oversight: Senior Director, Marketing and Communications

Positions:

#### **Director, Jobline**

- Reports to the Senior Director, Marketing and Communications
- Contributes to the development of a portfolio plan and budget for this area
- Manage the production of the weekly Jobline e-newsletter (weekly)
- Accountable for updating member contact lists prior to every issue of Jobline
- Accountable for sending monthly financial reports to the Senior Director, Finance detailing Jobline revenues
- Responsible for relationship building with potential Jobline clients on behalf of the chapter
- Utilizes and manages volunteer support, as required

#### **Director, Social Media**

- Reports to the Senior Director, Marketing and Communications
- Contributes to the development of a portfolio plan and budget for this area
- Creates and manage the content for IABC Edmonton's social media channels
- Collaborates with senior directors and directors of IABC Edmonton to ensure our messages are shared effectively, accurately and consistently
- Utilizes and manages volunteer support, as required

#### **Director, FYI**

- Reports to the Senior Director, Marketing and Communications
- Contributes to the development of a portfolio plan and budget for this area
- Manage the production and distribution of the FYI e-newsletter (monthly), as well as any additional ad hoc publications utilizing the newsletter template
- Accountable for updating member contact lists prior to every issue of FYI
- Collaborates with senior directors and directors of IABC Edmonton to ensure our messages are shared effectively, accurately and consistently
- Utilizes and manages volunteer support, as required



### **Director, Website**

- Reports to the Senior Director, Marketing and Communications
- Contributes to the development of a portfolio plan and budget for this area
- Create and manages content for IABC Edmonton's website
- Collaborates with senior directors and directors of IABC Edmonton to ensure our messages are shared effectively, accurately and consistently
- Identify needs (and budget) for ongoing maintenance
- Utilizes and manages volunteer support, as required

### **Director, Visual Media and Design**

- Reports to the Senior Director, Marketing and Communications
- Contributes to the development of a portfolio plan and budget for this area
- Enhances the work of IABC Edmonton by providing design support (print, web, graphic and otherwise), as required
- Serves as brand manager for IABC Edmonton
- Conducts annual audit of all IABC Edmonton branded materials, both digital and traditional
- Supports chapter leaders with questions about IABC brand
- Utilizes and manages volunteer support, as required

### **Member Relations Leadership Committee**

Oversight: Senior Director, Membership

Positions:

#### **Director, Member Relations**

- Reports to the Senior Director, Membership
- Contributes to the development of a portfolio plan and budget for this area
- Serves as the main point of contact for new, lapsed or returning members
- Advises recently lapsed members of their current status with a reminder to renew their membership.
- Ensures all new members and lapsed members are contacted personally, as well as those accomplishing achievements worthy of recognition
- Executes other membership-related activities, as required
- Utilizes and manages volunteer support, as required

#### **Director, Student Development**

- Reports to the Senior Director, Membership
- Contributes to the development of a portfolio plan and budget for this area
- Serves as the main point of contact for current or potential student members
- Coordinates a minimum of one student event per year
- Develop and nurture relationships with local post-secondary institutions, and leverage all recruitment opportunities within those institutions.
- Identifies sponsorship needs for the portfolio
- Utilizes and manages volunteer support, as required



### **Director, Member Research**

- Reports to the Senior Director, Membership
- Contributes to the development of a portfolio plan and budget for this area
- Creates, maintains and executes annual and adhoc membership research, with input from all portfolios.
- Executes other membership-related activities, as required
- Utilizes and manages volunteer support, as required

### **Programming Leadership Committee**

Co-oversight: Senior Director, Programming

Positions:

### **Director, Mentorship**

- Reports to the Senior Director, Programming
- Contributes to the development of a portfolio plan and budget for this area
- Coordinates all aspects of IABC Edmonton's mentorship program, including, recruiting for mentors and mentees, scheduling events, etc.
- Identifies sponsorship needs for the portfolio
- Utilizes and manages volunteer support, as required

### **Director, Certification**

- Reports to the Senior Director, Programming
- Contributes to the development of a portfolio plan and budget for this area
- Serves as IABC Edmonton's subject matter on certification
- Coordinates and manages the hosting of a minimum of one CMP exam annually expert
- Identifies sponsorship needs for the portfolio
- Utilizes and manages volunteer support, as required

### **Director, Capital Awards**

- Reports to the Senior Director, Programming
- Contributes to the development of a portfolio plan and budget for this area
- Coordinates all aspects of IABC Edmonton's Capital Awards Gala, including, event planning, submission and scoring processes and systems, judge recruitment, sponsorship, ticket sales (Eventbrite) and promotions
- Accountable for recording all activities in Google Drive for future reference
- Accountable for submitting a financial report to the Senior Director, Finance within 15 days of the Capital Awards
- Work directly with Senior Director of Marketing and Communications to ensure special event activities are adequately promoted.
- Determines support needs and works with director of volunteer services to recruit for and establish a volunteer committee to execute the Capital Award program and gala.
- Liaise with President and the designated committee to coordinate the inclusion of annual chapter awards for Inspired Leader, Inspired Communicator and Inspired Member of the Year in the Capital Awards celebration.



### **Director, Events**

- Reports to the Senior Director, Programming
- Contributes to the development of a portfolio plan and budget for this area
- Coordinates all aspects of IABC Edmonton's networking or member events, including, event planning, ticket sales (Eventbrite) and promotions (excludes the Capital Awards and professional development events)
- Identifies sponsorship needs for the portfolio
- Accountable for recording all activities in Google Drive for future reference
- Accountable for submitting a financial report to the Senior Director, Finance within 15 days each event
- Utilizes and manages volunteer support, as required

### **Director, Professional Development**

- Reports to the Senior Director, Programming
- Contributes to the development of a portfolio plan and budget for this area
- Coordinates all aspects of IABC Edmonton's professional development events and initiatives
- Identifies sponsorship needs for the portfolio
- Accountable for recording all activities in Google Drive for future reference
- Accountable for submitting a financial report to the Senior Director, Finance within 15 days each event
- Procure presenters that will be of interest and value to the diverse membership of the IABC Edmonton Chapter, based on the research from previous years.
- Seek opportunities to promote internal expertise in professional development sessions, including reaching out to accredited members
- Facilitate and manage all details of professional development activities, including: speaker/presenter arrangements, speaker gifts, event set-up in Eventbrite, coordination of physical facilities and catering, post-event measurement.
- Work directly with Director of Communications and Marketing to ensure professional development activities are adequately promoted.
- Analyze professional development survey results and other research data to enhance the ongoing effectiveness of the professional development portfolio.
- Develop relationships with professional development participants and promote IABC as the communicator's association of choice.
- Utilizes and manages volunteer support, as required

### **Article 10, Section 4**

Guidelines for maintaining reserves. At a minimum, it is recommended that the levels of reserves be maintained at an amount that is equal to the total revenue from chapter dues for the previous year.