

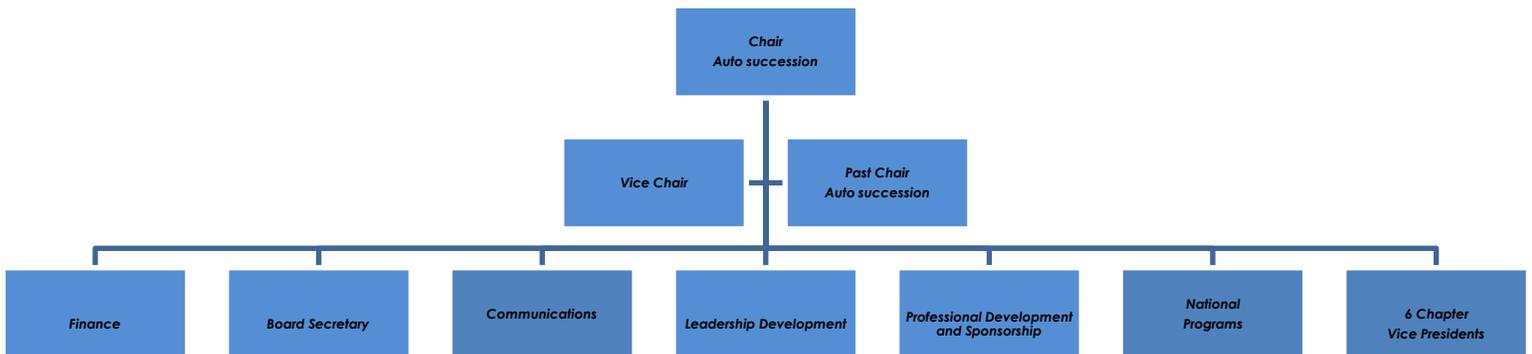


## IABC Canada West Region Overview

IABC Canada West (CWR) is one of eight Regions internationally and one of two Regions in Canada. Canadian membership accounts for approximately 45 per cent of all IABC members in the world. CWR represents and supports IABC chapters and their leaders from B.C. to Manitoba, as well as all members at large in B.C., the Prairies and the Territories. We serve to develop leaders and enhance the operations of individual chapters by providing leadership development programming and connecting chapters to share ideas and best practices. For members, we offer professional development through our Regional conference and other professional development opportunities such as speakers’ tours. Working with our colleagues in IABC Canada East, we deliver national programs such as the Silver Leaf Awards and Master Communicator programs.

IABC Canada West currently has a 15-member board (nine directors + six chapter representatives). Major initiatives for IABC Canada West include co-ordination of: Silver Leaf and Master Communicator National Programs; bi-annual conference; speakers’ tours; “Dare to Lead” western IABC chapter leadership conference, and chapter grants programs.

Each year, IABC Canada West issues a call for nominations to its members, seeking interested candidates to serve on the Executive Committee and CWR Board in the open positions from among the following roles: Vice Chair, Board Secretary/Administration Director, Finance Director, Communications Director, Leadership Development Director, National Programs Director and Professional Development/Sponsorship Director. These positions (mostly two-years terms) offer professional development opportunities for members to enhance skills and build their professional network regionally, nationally and internationally, as well as contribute to the growth and development of chapter leaders in our Region. The organizational chart below shows the structure of the Regional board.





### **Vice Chair**

*(Automatic succession to Region Chair)*

**Overview:** As the understudy to the Chair, this position performs tasks and duties to prepare for automatic assumption of the Chair's position at the end of the Chair's term. This position co-ordinates the Region's long-range planning activities; serves as a resource and mentor to board members and other chapter leaders; and handles other assignments from the Chair. The position serves as a member of the IABC/CWR Executive Committee, the IABC/CWR Board and the global program advisory committee for the annual Leadership Institute conference.

**Term:** July 1 to June 30 (year one of three-year commitment). All incoming board members are expected to attend the in-person board meeting held in May before the July 1 commencement of their board term.

**Estimated time commitment:** A minimum of 5-6 hours/month for Region activities and communication. This position's responsibility includes two monthly meetings by conference call. As with all volunteer positions, the opportunities (and potential return on investment) for involvement and engagement vary greatly. The above estimates do not include special Region projects (up to five hours/month).

**Financial considerations:** Under the current approved budget, the Vice Chair's expenses are up to 100% reimbursed as follows: travel, hotel accommodation (based on double occupancy where possible, 50% private), event registration and ground transportation for in-person meetings, the annual Dare to Lead Conference and the annual Leadership Institute Conference. Refer to travel and expense policy for eligible expenses detail.

#### **Requirements:**

- IABC membership in good standing
- Relevant volunteer experience (this includes, but is not limited to IABC chapter- or Region-level volunteer experience)
- Ability to commit to a three-year term (Vice-Chair to Chair to Past Chair), including current and anticipated travel and meeting requirements
- Ability to manage a team of volunteers in a not-for-profit context
- Excellent interpersonal, leadership and communication skills
- Awareness of professional issues – within IABC, communications in general, and other relevant global issues
- Experience with IABC programs and services will be considered an asset, but not a requirement
- Ability to take direction from and work well with Region Chair and – looking ahead – with the International Council of Regions
- Budget management an asset
- Working knowledge of board governance and Robert's Rules of Order

#### **Opportunity:**

- Develop and fine-tune your management and leadership skills
- Help develop and manage an \$125,000 annual operating budget
- Build your network of contacts and colleagues across Canada and around the world
- Participate in a leadership conference of IABC volunteers from around the world
- Exposure to and the opportunity to participate in a wide variety of IABC national programs (Silver Leaf Awards, Region Conferences, Master Communicator)
- Increased professional and leadership profile within your local and national communities
- Opportunity to mentor and be mentored in new directions
- The experience also serves as one potential stepping stone to IABC international work at the board or committee level



### Chair

*(Automatic succession to Past Chair)*

**Overview:** Chairs the Region Board, presides at all meetings, oversees general business of the Region, manages the activities of Board members, serves as a resource and mentor to board members and other chapter leaders, and performs other tasks related to Region affairs. The Region Chair automatically sits on the Council of Regions, a forum for regional issues that will have a formal connection to the International Executive Board (IEB), and will automatically sit on the International Nominating Committee and select committees. The position serves as a member of the IABC CWR Executive Committee and the IABC CWR Board.

**Term:** July 1 to June 30 (year two of three year commitment).

**Estimated time commitment:** A minimum of 15 to 20 hours/month for Region activities and communication, IABC Canada and Council of Region activities. This position's responsibility includes chairing two monthly meetings by conference call, as well as in-person meetings. As with all volunteer positions, the opportunities (and potential return on investment) for involvement and engagement vary greatly. The above estimates do not include special projects (up to five hours/month).

**Financial considerations:** Under the current approved budget, the Region Chair's expenses are up to 100% reimbursed as follows: travel, hotel accommodation (based on double occupancy where possible, 50% for private), event registration and ground transportation for in-person meetings, annual Dare to Lead Conference in May and annual Leadership Institute Conference in Feb. Additional reimbursement is provided by International for two in-person Council of Regions meetings, one at Leadership Institute and one at the World Conference in June. Refer to travel and expense policy for eligible expenses detail.

### Requirements:

- IABC membership in good standing
- Relevant volunteer experience (this includes, but is not limited to IABC chapter- or Region-level volunteer experience)
- Ability to commit to two-year remaining term (Chair to Past Chair), including current and anticipated travel and meeting requirements
- Demonstrated ability to manage volunteers in a not-for-profit context
- Excellent interpersonal, leadership and communication skills
- Awareness of professional issues – within IABC, communications in general, and other relevant global issues
- Experience with IABC programs and services will be considered an asset, but not a requirement
- Working knowledge of board governance and Robert's Rules of Order

### Opportunity:

- Develop and fine-tune your management and leadership skills
- Help develop and manage an \$125,000 annual operating budget
- Build your network of contacts and colleagues across Canada and around the world
- Participate in a leadership conference of IABC volunteers from around the world
- Exposure to and the opportunity to participate in a wide variety of IABC national programs (Silver Leaf Awards, Region Conferences, Master Communicator) and international programs (Leadership Institute, Foundation, Gold Quill, Global Task Force, etc.)
- Increased professional and leadership profile within your local, national and international communities
- Opportunity to mentor and be mentored in new directions
- The experience also serves as one potential stepping stone to IABC international work at the board or committee level



## **Past Chair**

*(Automatic succession from Region Chair)*

**Overview:** As the Past Chair, this position acts in an advisory role to the board providing historical context and input. This position handles other assignments from the Chair and oversees the nominating process for the next incoming board. The position serves as a member of the IABC CWR Executive Committee and the IABC CWR Board, leads the Region's board nomination process and sits on the International committee selection team.

**Term:** July 1 to June 30 (year three of three year commitment)

**Estimated time commitment:** A minimum of 5-6 hours/month for Region activities and communication. This position's responsibility includes two monthly meetings by conference call, as well as in-person meetings. As with all volunteer positions, the opportunities (and potential return on investment) for involvement and engagement vary greatly. The above estimates do not include special Region projects (up to five hours/month).

**Financial considerations:** Under the current approved budget, the Past Chair's expenses are up to 100% reimbursed as follows: travel, hotel accommodation (based on double occupancy, 50% for private), event registration and ground transportation for in-person meetings and the Dare to Lead Conference. Refer to travel and expense policy for eligible expenses detail.

### **Requirements:**

- IABC membership in good standing
- Relevant volunteer experience (this includes, but is not limited to IABC chapter- or Region-level volunteer experience)
- Ability to commit to one-year term (automatic succession from Vice-Chair and Chair role), including current and anticipated travel and meeting requirements
- Ability to manage a team of volunteers in a not-for-profit context
- Excellent interpersonal, leadership and communication skills
- Awareness of professional issues – within IABC, communications in general, and other relevant global issues
- Experience with IABC programs and services will be considered an asset, but not a requirement
- Ability to take direction from and work well with Region Chair
- Experience and knowledge to serve as a senior advisor on CWR history, board governance and Robert's Rules of Order

### **Opportunity:**

- Develop and fine-tune your management and leadership skills
- Help develop and manage an \$125,000/year operating budget
- Build your network of contacts and colleagues across Canada and around the world
- Participate in a leadership conference of IABC volunteers from around the world
- Exposure to and the opportunity to participate in a wide variety of IABC national programs (Silver Leaf Awards, Region Conferences, Master Communicator)
- Increased professional and leadership profile within your local and national communities
- Opportunity to mentor and be mentored in new directions
- The experience also serves as one potential stepping stone to IABC international work at the board or committee level



## Finance Director (Treasurer)

**Overview:** This position handles the Region's financial and budgeting tasks; works with the Region Executive to update and/or draft an annual budget; directs and controls Region finances and maintains the Region's official financial records; co-ordinates annual financial review with an accountant; ensures adherence to financial procedures and filings as required by the Canada Western Region, IABC International bylaws and Revenue Canada; serves as a member of the IABC CWR Executive Committee; serves as a member of the IABC CWR Board; serves as a resource and mentor to board members and other chapter leaders; other special projects as assigned.

**Term:** Two-year term, July 1 to June 30. All incoming board members are expected to attend the in-person board meeting held in May before the July 1 commencement of their board term.

**Estimated time commitment:** A minimum of 7-8 hours/month for basic accounting, bookkeeping and as a resource to other Board members and chapter finance leaders. IABC Canada/West also maintains the relationship with an accountant to assist with bookkeeping, record consistency and all Canada Revenue filings. This position looks for monetary savings (travel, etc.) for the chapter and co-ordinates the budget process for both the Region and the Canada West Region conference. This position works actively with the Chair, to manage the year-end process and ensure the Region meets its financial obligations as set by the bylaws. This position's responsibility includes two monthly meetings by conference call. As with all volunteer positions, the opportunities (and potential return on investment) for involvement and engagement vary greatly - there may be special Region projects (up to 5 hours/month).

**Financial considerations:** Association business monthly expenses (postage, meeting room deposits, conference call charges etc.) are paid for and expensed back to the Region by the finance director. Under the current approved budget, the Finance Director's expenses are up to 100% reimbursed as follows: travel, hotel (based on double occupancy, 50% for private), event registration and ground transportation for in-person meetings and the annual Dare to Lead Conference in May. Refer to travel and expense policy for eligible expenses detail. Other expenses are ensured by the Director. Position also controls two credit cards used by the Region, with one assigned to them, and another assigned to the Chair.

### Requirements:

- IABC membership in good standing
- Relevant volunteer experience (this includes, but is not limited to IABC chapter- or Region-level volunteer experience)
- Familiarity with basic accounting principles and ability to apply these to Canada Western Region bookkeeping and/or ability/willingness to complete a basic bookkeeping course, paid for by CWR
- Demonstrated ability to manage a budget
- Excellent interpersonal, leadership and financial communication skills
- Awareness of professional issues – within IABC, communications in general, and other relevant global issues
- Experience with IABC programs and services will be considered an asset, but not a requirement

### Opportunity:

- Develop and fine-tune your management and leadership skills
- Help develop and manage an \$125,000/year operating budget
- Build your network of contacts and colleagues across Canada and around the world
- Participate in a leadership conference of IABC volunteers from around the world
- Exposure to and the opportunity to participate in a wide variety of IABC national programs (Silver Leaf Awards, Region Conferences, Master Communicator)
- Increased professional and leadership profile within your local and national communities
- Opportunity to mentor and be mentored in new directions
- The experience also serves as one potential stepping stone to IABC international work at the board or committee level



### Board Secretary/Administration Director

**Overview:** This key executive position manages the governance of the Region Board. It is an ideal role to bring logistics excellence to the Region. Working as a member of the Executive team with the rest of the CWR Board, this position acts as a source of knowledge for the six chapter boards we support. It is also an opportunity to meet communicators from the seven other Regions around the world and share best practices. Serves as a member of the Executive Committee of the board.

**Term:** Two-year term, July 1 to June 30. All incoming board members are expected to attend the in-person board meeting held in May before the July 1 commencement of their board term.

**Estimated time commitment:** Estimated time commitment for board duties ranges from six to eight hours per month for basic administrative tasks and record-keeping. Certain timely events (e.g. in-person meetings) will require an additional time commitment.

**Financial considerations:** Under the current approved budget, the Board Secretary's expenses are up to 100% reimbursed as follows: travel, hotel (based on double occupancy, 50% for private), event registration and ground transportation for in-person meetings and the annual Dare to Lead Conference in May. Refer to travel and expense policy for eligible expenses detail. Other expenses are ensured by the Director.

#### Requirements:

- IABC membership in good standing
- Relevant volunteer experience (this includes, but is not limited to IABC chapter- or Region-level volunteer experience)
- Familiarity with basic and timely record-keeping and meeting notes
- Excellent interpersonal and organizational skills
- Board governance experience an asset
- Awareness of professional issues – within IABC, communications in general, and other relevant global issues
- Experience with IABC programs and services will be considered an asset, but not a requirement

#### Opportunity:

- Develop and fine-tune your management and leadership skills
- Help develop and manage an \$125,000/year operating budget
- Build your network of contacts and colleagues across Canada and around the world
- Participate in a leadership conference of IABC volunteers from around the world
- Exposure to and the opportunity to participate in a wide variety of IABC national programs (Silver Leaf Awards, Region Conferences, Master Communicator)
- Increased professional and leadership profile within your local and national communities
- Opportunity to mentor and be mentored in new directions
- The experience also serves as one potential stepping stone to IABC international work at the board or committee level



## Leadership Development Director

### LEADERSHIP DEVELOPMENT DIRECTOR

Overview: This position serves as a member of the IABC/CWR Board. The primary duties of this position are:

- To be a resource/mentor for chapter Presidents and Vice President on leadership development, volunteer management, strategic planning and succession planning as required;
- To facilitate activities to enhance leader development and sharing of best practices between the chapters at Leadership Institute, Dare to Lead and other CWR in-person meetings;
- To coach Chapter leaders and encourage submissions of Chapter Management Awards;
- To create, seek out and/or share articles/resources on chapter and volunteer leadership (update Box.com) and share with chapters as required;
- To maintain and promote the Region's Chapter Onboarding Manual with Chapter leadership; and
- To oversee Dare to Lead (CWR annual chapter leadership development conference) planning, content development, local chapter Dare to Lead committee and program advisory committee and serve as the liaison between the host chapter for Dare to Lead and CWR board.

**Term:** Two-year term, July 1 to June 30. All incoming board members are expected to attend the in-person board meeting held in May before the July 1 commencement of their board term.

**Estimated time commitment:** A minimum of 6-7 hours/month for meeting attendance, chapter check-ins and distribution of resources. This position's responsibility includes two monthly meetings by conference call. The above estimates do not include special Region projects (up to five hours/month). As with all volunteer positions, the opportunities (and potential return on investment) for involvement and engagement vary greatly and it is up to the director to determine their time boundaries.

**Financial considerations:** Under the current approved budget, the Board Secretary's expenses are up to 100% reimbursed as follows: travel, hotel (based on double occupancy, 50% for private), event registration and ground transportation for in-person meetings and the annual Dare to Lead Conference in May. Refer to travel and expense policy for eligible expenses detail. Other expenses are ensured by the Director.

#### Requirements:

- IABC membership in good standing
- Relevant volunteer experience (this includes, but is not limited to IABC chapter- or Region-level volunteer experience) in a leadership capacity
- Demonstrated ability to lead and mentor
- Demonstrated ability to manage a budget
- Excellent interpersonal, leadership and financial communication skills
- Awareness of professional issues – within IABC, communications in general and other relevant global issues
- Experience with IABC programs and services
- IABC certification or accreditation desirable

#### Opportunity:

- Learn, develop and fine-tune your management and leadership skills
- Help develop and manage an \$125,000/year operating budget
- Meet people and build your network of contacts and colleagues across Canada and around the world
- Participate in a leadership conference of IABC volunteers from around the world
- Exposure to and the opportunity to participate in a wide variety of IABC national programs (Silver Leaf Awards, Region Conferences, Master Communicator)
- Increased professional and leadership profile within your local and national communities
- Opportunity to mentor and be mentored in new directions
- Champion professional communications and help communications leaders throughout Western Canada, learn, grow and lead.
- The experience also serves as one potential stepping stone to IABC international work at the board or committee level



### Professional Development & Sponsorship Director

**Overview:** Plan and implement Regional professional development opportunities and support chapters' professional development as needed. Advise chapters on PD opportunities for chapter, Regional, national or international professional development based on current IABC strategic priorities. Plan and grow the awareness of and desire for the Global Communication Certification Council's IABC-sponsored certification programs across the Region. Cultivate relationships with potential and existing sponsors on behalf of CWR and liaise with relevant colleagues in CER. Liaise with chapter sponsorship representatives to develop a sponsorship strategy for the Region. Develop and oversee off conference-year PD (e.g. a speaker's tour). In conjunction with the Vice Chair, recruit and manage CWR conference chair for conference held every two years. Serve as a member of the IABC CWR Board.

**Term:** Two-year term, July 1 to June 30. All incoming board members are expected to attend the in-person board meeting held in May before the July 1 commencement of their board term.

**Estimated time commitment:** A minimum of 10 hours/month for basic administrative and management tasks. In conference years, this role includes recruitment and subsequent management of a conference chair and the board. If no suitable conference chair can be secured, there is an option for the PD Director to assume the position of Conference Chair, with an established working committee to assist with tasks. A paid resource is also available during conference years to assist with logistics and planning. This position's responsibility includes two monthly meetings by conference call. As with all volunteer positions, the opportunities (and potential return on investment) for involvement and engagement vary greatly.

**Financial considerations:** Under the current approved budget, the Board Secretary's expenses are up to 100% reimbursed as follows: travel, hotel (based on double occupancy, 50% for private), event registration and ground transportation for in-person meetings and the annual Dare to Lead Conference in May. Refer to travel and expense policy for eligible expenses detail. Other expenses are ensured by the Director.

#### Requirements:

- IABC membership in good standing
- Relevant volunteer experience (this includes, but is not limited to IABC chapter- or Region-level volunteer experience)
- Familiarity with basic record-keeping
- Experience with event planning and implementation
- Experience leading a team
- Demonstrated ability to manage a budget
- Ability to manage supplier contract (event organizer)
- Excellent interpersonal, leadership and financial communication skills
- Awareness of professional issues – within IABC, communications in general, and other relevant global issues
- Experience with IABC programs and services will be considered an asset, but not a requirement

#### Opportunity:

- Develop and fine-tune your management and leadership skills
- Help develop and manage an \$125,000/year operating budget
- Build your network of contacts and colleagues across Canada and around the world
- Participate in a leadership conference of IABC volunteers from around the world
- Exposure to and the opportunity to participate in a wide variety of IABC national programs (Silver Leaf Awards, Region Conferences, Master Communicator)
- Increased professional and leadership profile within your local and national communities
- Opportunity to mentor and be mentored in new directions
- The experience also serves as one potential stepping stone to IABC international work at the board or committee level



### National Programs Director

**Overview:** Lead and manage the Silver Leaf Awards and Master Communicator (MC) programs in partnership with the Canada East Region. These programs are split on alternating years among the Regions so resources can be shared. The director is encouraged to build a working committee to assist with planning and co-ordination during the Silver Leaf term

**Term:** Two-year term, July 1 to June 30. All incoming board members are expected to attend the in-person board meeting held in May before the July 1 commencement of their board term.

#### Estimated time commitment:

- **The Silver Leaf Program** requires a combination of planning and logistics (strategic and tactical support) which will ramp up during the implementation stage from March to June as well as the evaluation stage from August through November. An average of six hours a week between Regions is required to run this program from August to October. We recommend the National Programs Director recruit and maintain a volunteer working committee to assist with the workload.
- **The Master Communicator Program** requires an average commitment of approx. 15-20 hours volunteer time in total annually. The position sits on a committee led by Master Communicators, liaising back with the full CWR board in support of nominations, selections and celebration of existing and new master communicators.

**Financial considerations:** Under the current approved budget, the Board Secretary's expenses are up to 100% reimbursed as follows: travel, hotel (based on double occupancy, 50% for private), event registration and ground transportation for in-person meetings and the annual Dare to Lead Conference in May. Refer to travel and expense policy for eligible expenses detail. Other expenses are ensured by the Director.

#### Requirements:

- IABC membership in good standing
- Relevant volunteer experience (this includes, but is not limited to IABC chapter- or Region-level volunteer experience)
- Excellent interpersonal, leadership and financial communication skills
- Awareness of professional issues – within IABC and communications in general
- Experience evaluating Silver Leaf or Gold Quill award entries
- Experience with IABC programs and services will be considered an asset, but not a requirement

#### Opportunity:

- Develop and fine-tune your management and leadership skills
- Help develop and manage an \$125,000/year operating budget
- Build your network of contacts and colleagues across Canada and around the world
- Participate in a leadership conference of IABC volunteers from around the world
- Exposure to and the opportunity to participate in a wide variety of IABC national programs (Silver Leaf Awards, Region Conferences, Master Communicator)
- Increased professional and leadership profile within your local and national communities
- Opportunity to mentor and be mentored in new directions
- The experience also serves as one potential stepping stone to IABC international work at the board or committee level



**Communications Director**

**Overview:** The position is accountable for all communications coming in and out of the Region. It is an ideal role to bring strategic communications, and relationship-management excellence to the Region. Working in concert with the rest of the CWR Board, this position acts as a source of knowledge for the six chapter boards we support. It is also an opportunity to meet communicators from the seven other Regions around the world and share best practices.

**Term:** Two-year term, July 1 to June 30. All incoming board members are expected to attend the in-person board meeting held in May before the July 1 commencement of their board term.

**Estimated time commitment:** Estimated time commitment for board duties ranges from 6 to 8 hours per month, primarily from the list of tasks below: Certain timely events (e.g. in-person meetings) will require an additional time commitment.

- Provides strategic communications counsel to board members for Region-wide initiatives;
- Ensures Canada Western Region website content is current and relevant, while co-ordinating with our Canada East counterparts;
- Oversees the Region's social media and other communications initiatives;
- Acts as a liaison for the Region's Members at Large;
- Recruits, onboards and manages volunteers as needed;
- Acts as a resource and mentor to board members and other chapter leaders; and
- Takes on other special projects as available, and as assigned.

**Financial considerations:** Under the current approved budget, the Board Secretary's expenses are up to 100% reimbursed as follows: travel, hotel (based on double occupancy, 50% for private), event registration and ground transportation for in-person meetings and the annual Dare to Lead Conference in May. Refer to travel and expense policy for eligible expenses detail. Other expenses are ensured by the Director.

**Requirements:**

- IABC membership in good standing
- Relevant volunteer experience (this includes, but is not limited to IABC chapter- or Region-level volunteer experience)
- Excellent interpersonal, leadership and financial communication skills
- Awareness of professional issues – within IABC and communications in general  
Experience evaluating Silver Leaf or Gold Quill award entries
- Experience with IABC programs and services will be considered an asset, but not a requirement

**Opportunity:**

- Develop and fine-tune your management and leadership skills
- Help develop and manage an \$125,000/year operating budget
- Build your network of contacts and colleagues across Canada and around the world
- Participate in a leadership conference of IABC volunteers from around the world
- Exposure to and the opportunity to participate in a wide variety of IABC national programs (Silver Leaf Awards, Region Conferences, Master Communicator)
- Increased professional and leadership profile within your local and national communities
- Opportunity to mentor and be mentored in new directions
- The experience also serves as one potential stepping stone to IABC international work at the board or committee level