



IABC Canada West Region Overview

IABC Canada West Region (CWR) stands as one of the six international regions and one of the two regions in Canada within the International Association of Business Communicators (IABC). These two Canadian regions collectively represent just over 40 per cent of all IABC members globally.

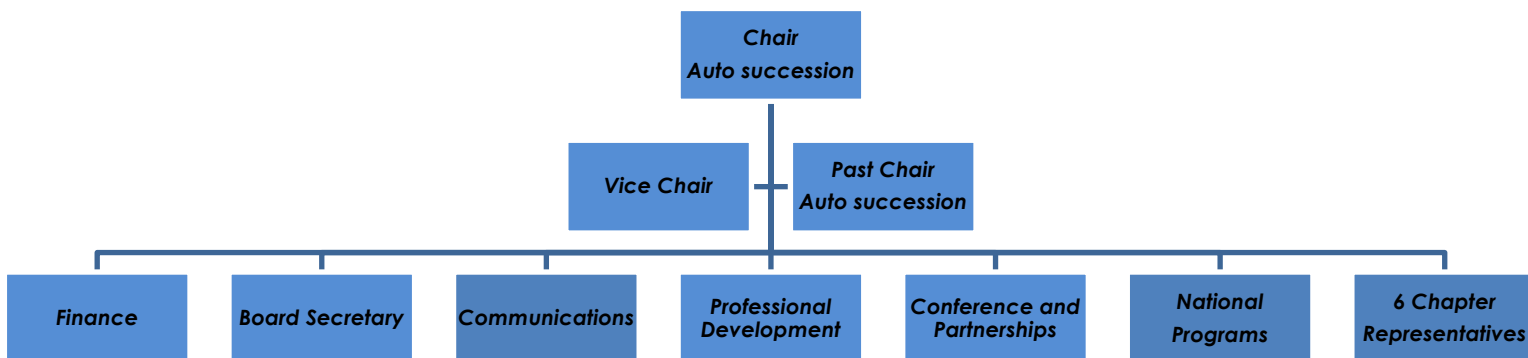
CWR's principal mandate is to cater to IABC members situated in Western Canada, delivering added value to their membership experience while also fostering volunteer and leadership development and professional engagement initiatives.

CWR acts as a representative body, offering support to IABC chapters and their respective leaders from British Columbia to Manitoba. Our core mission involves cultivating leadership skills and refining the operational capacities of individual chapters. This is achieved through a spectrum of leadership development programs and facilitating the exchange of ideas and best practices among chapters. Additionally, we provide avenues for professional development, notably through our regional conferences and other specialized opportunities.

Currently, IABC CWR boasts a board comprising nine directors and six-chapter representatives and serves our 1,400 members. Key initiatives undertaken by IABC CWR encompass the coordination of national programs such as [Silver Leaf](#) and [Master Communicator](#), hosting a [biennial conference](#), organizing "[Dare to Lead](#)," a volunteer leadership development conference, and administering chapter grants programs, among other professional development initiatives.

Annually, IABC CWR invites nominations from its membership base to fill open positions on the Executive Committee and CWR Board. These roles include Vice Chair, Board Secretary, Finance Director, Communications Director, Professional Development Director, National Programs Director, and Conference and Partnerships Director. These positions not only afford members invaluable opportunities for professional growth and networking but also allow them to contribute significantly to the advancement of chapter leaders within our region.

For a comprehensive overview of our organizational structure, including the delineation of Executive Board positions and Chapter representatives, please refer to the provided organization chart. Detailed position descriptions can be found on subsequent pages, offering a thorough understanding of the roles and responsibilities associated with each position.





General Board Responsibilities and Considerations

The following section outlines shared responsibilities and opportunities of any IABC CWR board role. Details for each position are shared in the following pages.

Opportunity

- Champion professional communications and help communications leaders throughout Western Canada, learn, grow and lead.
- Help develop and fiscally manage a \$125,000 annual operating budget
- Build your network of contacts and colleagues across Canada and around the world
- Exposure to and the opportunity to participate in a wide variety of IABC national programs (Silver Leaf Awards, Regional Conferences, Master Communicator)
- Increased professional and leadership profile within your local and national communities
- Opportunity to mentor and be mentored in new directions
- Recruit, onboard, and manage volunteers as needed
- Build a foundation of knowledge and experience as one potential stepping stone to IABC international work at the board or committee level

Financial considerations: Pending budget approval, board representatives' expenses are up to 100 percent reimbursed for travel, hotel accommodation, event registration, and transportation for regional in-person meetings. Refer to the [travel and expense policy](#) for eligible expenses details.

Estimated Time Commitment: All board members are expected to attend in-person board meetings (up to one per year) and monthly meetings (up to two per month, held virtually). As with all volunteer positions, the opportunities (and potential return on investment) for involvement and engagement vary greatly. Time estimates do not include special Region projects (up to five hours/month). Certain timely events (e.g. in-person meetings, Dare to Lead) will require an additional commitment.

Requirements

- IABC membership in good standing
- Relevant volunteer experience (includes, but is not limited to, IABC chapter- or region-level volunteer experience)
- Excellent interpersonal, leadership, and communication skills
- Experience with IABC programs and services will be considered an asset
- Awareness of professional issues – within IABC, communications in general, and other relevant global issues
- IABC certification or accreditation desirable



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 start of the next board term. This is a developmental role in preparation for serving on the IABC International Executive Committee during the term as Past Chair (automatic succession in year three).

Unique Opportunities of Role

- Coordinate the Region's long-range planning activities
- Region membership champion. Prepare membership reports and lead member recruitment and retention campaigns
- Gain firsthand experience on an IABC international board as a member of the International Membership Committee
- Serve in place of the Board Chair, when unavailable
- Serve as a member of the IABC CWR Executive Committee, the IABC CWR Board, and the International Membership Committee.
- Pending budget approval, the Vice Chair *may* attend the International World Conference on behalf of the Region.
- Serve as a resource and mentor to board members and other chapter leaders
- Handle other assignments as assigned by the Chair

Term: July 1 to June 30 (year one of a three-year commitment).

Estimated time commitment: A minimum of six hours/month for region activities and communication.

Requirements

- 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
- Ability to take direction from and work well with the Region Chair and International Membership Committee
- Budget management as an asset

Interested candidates should review the general board considerations and responsibilities to understand the full scope of this IABC CWR board role.

Interested in applying? Please review the selection process on the IABC website and [complete the nomination form before the stated deadline](#).

Nominations will be reviewed and selected candidates interviewed by the IABC International Nominations Committee. The recommended candidate will be approved along with the region board slate at an annual general meeting.



Chair

(Automatic succession to Past Chair)

Overview: Chairs the Region Board and presides at all meetings including two monthly virtual meetings, as well as in-person meetings (up to once per board year). This is a developmental role in preparation for serving on the IABC International Executive Committee during the term as Past Chair (automatic succession in year three).

Unique Opportunities with this Role

- Oversee the general business of the Region and sets the strategic direction and annual budget
- Develop and fine-tune your management and leadership skills
- Manage the activities of Board members
- Serve as a resource and mentor to board members and chapter leaders
- Perform tasks related to regional affairs.
- Automatically serve on the International Nominating Committee and select committees, as requested.
- Collaborate with IABC CER counterparts to set direction for IABC Canada activities.
- Serve as a member of the IABC CWR Executive Committee, the IABC CWR Board, and a one-year term on the Canada West Region Conference Planning Committee.
- Pending budget approval, the Chair attends the International World Conference on behalf of the Region.

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

Estimated time commitment: A minimum of 10 hours/month for region activities and communication with IABC Canada and the CWR Conference Planning Committee, plus International Nominations Committee time commitments.

Requirements

- Ability to commit to a 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
- Ability to work well with IABC leadership (Global Centre, staff, and other regions)
- Budget management as an asset



Past Chair

(Automatic succession from Region Chair)

Overview: This is an advisory role for IABC CWR, as well as an international representative and IABC champion. The Past Chair automatically becomes a member with voting privileges on the International Executive Board (IEB) for a one-year term. The position also serves as a member of the IABC CWR Executive Committee and the IABC CWR Board.

Unique Opportunities with this Role

- As Region Past Chair, serve a one-year term as a voting director of the International Executive Board
- Act in an advisory role to the IABC CWR board providing historical context and input
- Build your network of contacts and colleagues across Canada and around the world
- Oversee the nominating process for the next incoming board.
- Handle other assignments from the Region Chair

Term: July 1 to June 30 (year three of a three-year commitment).

Estimated time commitment: A minimum of five to six hours/month for region activities and communication, plus IABC International Executive Board commitments.

Requirements

- Ability to commit to a one-year term (automatic succession from Vice Chair and Chair role), including current and anticipated travel and meeting requirements
- Ability to take direction from and work well with the Region Chair and the International Executive Board leadership
- Experience and knowledge to serve as a senior advisor on CWR history, board governance and Robert's Rules of Order



Finance Director (Treasurer)

Overview: This position handles the Region's financial and budgeting tasks and serves as a member of the IABC CWR Executive Committee; International Finance Committee, the IABC CWR Board, and the CWR Conference Planning Committee.

Unique Opportunities of Role

- Work with the Region executive to update and/or draft an annual budget
- Coordinate the budget process for the region and the Canada West Region conference
- Ensure adherence to financial procedures and filings as required by the IABC CWR, the Canada Revenue Agency and IABC International bylaws.
- Identify monetary savings (travel, etc)
- Direct and control Region finances and maintains the Region's official financial records
- Work with the Chair, to manage the year-end process and ensure the region meets its financial obligations as set by the bylaws
- Coordinate annual financial review with an accountant
- Serve on the International Finance Committee during the two-year term
- Serve as a resource and mentor to board members and other chapter leaders

Term: A two-year term starting July 1 to June 30.

Estimated time commitment: A minimum of 10 hours/month for basic accounting, bookkeeping, providing a resource to other Board members and chapter finance leaders plus, the regular cadence of International Finance Committee meetings. IABC CWR also maintains a relationship with an accountant to assist with bookkeeping, record consistency, and all Canada Revenue Agency-required filings.

Requirements

- Familiarity with basic accounting principles and ability to apply these to IABC CWR bookkeeping and/or ability/willingness to complete a basic bookkeeping course, paid for by CWR
- Ability to commit to a two-year term
- Demonstrated ability to manage a budget
- Ability to take direction from and work well with the Region Chair

Interested candidates should review the general board considerations and responsibilities to understand the full scope of this IABC CWR board role.

This position is filled for 2024/25 IABC Canada West Region board year.



Board Secretary (Administration Director)

Overview: This key executive position manages the governance of the Region Board. Working as a member of the IABC CWR Executive team, this position is a source of knowledge for the six-chapter boards we support.

Unique Opportunities of Role

- Bring logistics excellence to the Region
- Coordinate and maintain annual Canada Corporations Act filings
- Coordinate document management and record-keeping
- Maintain corporate address records

Term: A two-year term starting July 1 to June 30.

Estimated time commitment: Estimated time commitment ranges from six to eight hours per month for basic administrative tasks, corresponding with chapter representatives and record-keeping.

Requirements

- Familiarity with basic and timely record-keeping and meeting notes
- Board governance experience is an asset and familiarity with Robert's Rules of Order
- Ability to take direction from and work well with the Region Chair

Interested candidates should review the general board considerations and responsibilities to understand the full scope of this IABC CWR board role.

Interested in applying? Interested candidates should complete the IABC CWR Nomination Form and submit it to the [Past President](#) before the deadline.



Professional Development Director

Overview: This position serves as a member of the IABC CWR Board and leads all professional and volunteer leadership development activities for the Region.

Unique Opportunities of Role

- 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 the CWR board.
- Plan and implement regional professional development opportunities, including speaker series (off-conference years), 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 IABC's certification programs across the region, and cultivate relationships with the region's professional development directors to maximize GCCC's impact.
- Facilitate activities to enhance leader development and sharing of best practices between the chapters.
- Coach chapter leaders and encourage Chapter Management Award submissions.

Term: A two-year term starting July 1 to June 30.

Estimated time commitment: A minimum of six to seven hours/month for meeting attendance and activities.

Requirements

- Ability to commit to a two-year term
- Experience with event planning and implementation
- Interest in leadership development and volunteer capacity building
- Ability to take direction from and work well with the Region Chair

Interested candidates should review the general board considerations and responsibilities to understand the full scope of this IABC CWR board role.

Interested in applying? Interested candidates should complete the IABC-CWR Nomination Form and submit it to the [Past President](#) before the deadline.



Conference and Partnerships Director

Overview: This position serves as a member of the IABC CWR Board and leads the IABC Canada West Region Conference committee, held every two years, and stewards all partnerships for the Region.

Unique Opportunities of Role

- Chair the Canada West Region Conference committee, including planning and development, execution and reporting. Co-chair and committee recruitment and oversight. Location and venue selection on behalf of IABC CWR.
- Oversee the conference vendor event management including the RFP process, vendor selection and management.
- Cultivate and help steward conference sponsorships and other partnerships on behalf of CWR, in coordination with IABC CER, chapter and international counterparts, as needed.
- Liaise with chapter, regional, national, and international sponsorship representatives to develop a sponsorship strategy.

Term: A two-year term starting July 1 to June 30 to align with the IABC CWR Conference planning cycle.

Estimated time commitment: A minimum of 10 hours/month for basic administrative and management tasks. The time commitment may increase as the conference date approaches. An event management vendor is also available to assist with logistics and planning.

Requirements

- Experience leading a team
- Experience with event planning and implementation
- Ability to manage supplier contracts (event organizer)
- Experience or willing to learn how to build lasting and mutually beneficial relationships with partners and sponsors
- Ability to take direction from and work well with the Region Chair and with the event management vendor

Interested candidates should review the general board considerations and responsibilities to understand the full scope of this IABC CWR board role.

This position is filled for 2024/25 IABC Canada West Region board year.



National Programs Director

Overview: Coordinate national award programs with IABC Canada East Region (CER) counterpart(s). These programs may be split on alternating years among the regions to maximize and share resources.

Unique Opportunities of Role

- Lead IABC Canada's Silver Leaf Awards and Master Communicators (MC) programs in partnership with IABC Canada East Region (CER)
- Recruit and maintain a volunteer working committee to assist with planning and coordination
- Co-lead the Silver Leaf Program which 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.
- Liaise with the Master Communicator programming committee. A committee of Master Communicators manages this program and the director liaises between the CWR board and the committee chair.

Term: Two-year term July 1 to June 30.

Estimated time commitment: The time commitment for board duties ranges from seven to ten hours a month for basic administrative, committee oversight, meetings and project tasks, depending on need.

- An average of 20 hours a month is required to run the Silver Leaf program (from August to October).
- The Master Communicator Program requires an average commitment of 10-15 hours of total volunteer time.

Requirements

- Ability to commit to a two-year term
- Experience with the Silver Leaf or Gold Quill award entry process and evaluation
- Ability to take direction from and work well with the Region Chair, as well as Canada East Region counterpart

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Communications Director

Overview: The position is accountable for all Region communications. 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.

Unique Opportunities of Role

- Provide strategic communications counsel to board members for region-wide initiatives
- Ensure Canada Western Region website content is current and relevant while coordinating with our Canada East counterparts
- Oversee the Region's social and digital media channels and other communications initiatives
- Serve on the Canada West Conference planning committee and lead the development and execution of a conference communications plan
- Act as a liaison for the Region's Members at Large
- Take on other special projects as available, and as assigned.

Term: Two-year term July 1 to June 30.

Estimated time commitment: A minimum of six to eight hours per month for meetings, administrative and role-related activities.

Requirements:

- Ability to commit to a two-year term
- Excellent interpersonal, leadership and financial communication skills
- Ability to take direction from and work well with the Region Chair, as well as the Canada East Region counterpart

Interested candidates should review the general board considerations and responsibilities to understand the full scope of this IABC CWR board role.

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