International Association of Business Communicators
Canada East Region

IABC Canada East Region
Board Roles & Responsibilities

As of March 2026

Regional board responsibilities

Role of the region

- Connect IABC members, leaders, chapters and communities across our geographic area through events and value-driven offerings
- Provide oversight to chapters and communities in the region
- Serve as a governing body, guided by the IABC by bylaws and policy manual, with a board of directors.
- Exercise IABC international voting rights on behalf of the region.

Board Responsibilities

As the governing body of IABC Canada East Region, the board's responsibilities include:

- Executing the strategic intent, vision, and purpose of the association
- Leading strategic planning for the region aligning geographic region needs to global IABC strategy
- Providing organizational oversight for the region, including the chapters and communities within the region
- Ensuring strong fiduciary oversight and financial management for the region, including the chapters and communities.
- Approving and monitoring the region's programs and services
- Managing organizational risk and upholding the public trust
- Assessing its performance as the governing body of the region

Board members are expected to:

- Know the organization's vision, policies, programs and needs.
- Read and understand the organization's financial statements.
- Serve as active advocates and ambassadors for the association and fully engage in identifying and securing financial resources, including sponsorship and partnership potential needed to achieve outcomes.
- Prepare for, attend, and actively participate in board meetings and associated working groups
- Actively engage others as ambassadors for IABC and the communications profession.
- Ensure the CER Board is aware of discussion items in advance to allow time for research and meaningful discussion.

Board roles and specific responsibilities

Chair

The chair leads the region board and oversees all activities of the region. As the primary spokesperson for the region, the chair represents CER across IABC and externally, and serves as chair of the executive and board of directors.

- Sets the overall direction and strategy for the region, including the annual budget
- Manages board activities to ensure value-driven programming and long-term sustainability
- Act as a resource and mentor to board members and chapter leaders
- Collaborate with partners and others across IABC and connect activities to broader initiatives.
- Serves on the IABC Region Chair group

Vice Chair

The vice-chair serves on the CER executive and board of directors, and on the IABC International Membership Committee. This role is designed to prepare the individual to assume the chair position in the following year.

- Coordinate the region's long-range planning activities
- Act as a resource and mentor to board members and other chapter leaders
- Champion membership growth and engagement across the region.
- Complete other projects as assigned by the Chair

Past Chair

The past chair serves as an advisor and international representative for the region. This role sits on the CER executive and board of directors, and as a member of IABC's International Executive Board.

- Leads the annual board nomination process
- Provide historical context, advisory input and connection to international initiatives
- Support other activities as directed by the Chair
- Represents Canada East Region on International Executive Board (IEB)

Director, Finance

The director, finance is responsible for the region's financial oversight and budgeting, including co-ordination with the accountant and bank. This role sits on the CER executive and board of directors, and serves on the IABC International Finance Committee.

- Coordinate the annual budget process and works with the executive to develop annual budget for board approval.
- Ensure adherence to financial processes and reporting requirements to meet financial obligations
- Direct and control regional finances with regular financial reporting to the board.

- Develop, review and maintain policies to financially guide the region as required.
- Admin support in drafting CER Board meeting minutes
- Serve as a resource and mentor to board members and chapter leaders, particularly on financial matters.
- Contribute to IABC International's annual budget and additional budgetary considerations as part of the International Executive Board Finance Committee.

Director, Communications

The director, communications provides strategic communications advice and oversees the region's communications channels. This role works collaboratively with board members, chapter leaders and the Canada West Region counterpart to deliver on communications plans.

- Develop and execute the region's communication and content strategy including regional channels and toolkits for chapters can leverage for region-wide initiatives
- Oversees the Region's channels, messages and other communication initiatives
- Ensure the Canada East Region website is current, relevant and maintained in co-ordination with Canada West Region counterparts.
- Serve as a mentor and advisor to chapter leaders in communication portfolio

Director, National Awards and Recognition

The director, national programs co-ordinates national awards programming I(ABC Silver Leaf and Master Communicator) with the IABC Canada West Region counterpart to recognize and celebrate communications excellence across Canada.

- Co-lead the Silver Leaf Awards program, overseeing planning and logistics in collaboration with Canada West Region.
- Recruit and maintain a volunteer working committee to assist with planning and coordination of the multi-faceted programs
- Identify opportunities and risks within the programs and escalate through regional boards as appropriate.
- Liaise with the Master Communicator programming committee. A committee of Master Communicators manages this program and the director liaises between the boards and committee chair

Director, Leadership and Professional Development

The director, leadership and professional development plans and leads all professional development and volunteer leadership activities for the region. This role works collaboratively with board members and chapter leaders to maximize program value.

- Identify development needs among board members and chapter leaders, and put programming in place to address them.
- Facilitate activities to enhance sharing of best practices and collaboration between chapters
- Plan and develop regional professional development opportunities for members including speaker series that compliments existing activities across the region and Internationally.

- Co-lead planning for Dare to Lead programming in partnership with Canada West Region.
- Support planning and execution for the IABC Canada Conference as needed.
- Recruit and maintain volunteer working committees for areas as needed
- Coach chapter leaders in professional development and leadership development

Director, Member Experience

The director, member experience focuses on increasing engagement, connection, value and collaboration across the geographic area — with chapter leaders, members and communications professionals.

- Map the region to identify strengths, needs and opportunities for greater value and connection across and internationally, using active listening strategies.
- Develop an outreach plan with pilot activities to engage members.
- Initiate cross-collaboration in the region between chapters, the region and communities
- Help develop a plan for building communities, shared activities and engagement opportunities across the geography of the region, with particular attention to member-at-large engagement.

Chapter Presidents

Chapter presidents from Newfoundland, Maritime, Quebec, Ottawa, Toronto and Waterloo-London automatically serve as board members on the CER board to align regional and chapter strategies and connect activities across the geographic area.

- Bring chapter insights and activities to the regional level, elevating work through other chapters and at large.
- Be transparent about the opportunities, challenges and vitality of the chapter and its activities.
- Collaborate with other chapter presidents and regional directors on shared opportunities.
- Foster strong communication channels between the chapter and the regional board, facilitate information sharing, and engage chapter members in regional activities, ensuring alignment.
- Maintain confidentiality when required
- Actively contribute to the regional work, strategic planning and advancement of initiatives.
- May send a delegate in their place to board meetings.