



Board of Directors Job Descriptions

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Created by Cheri Anderson, President

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Revised by: Cheri Anderson, President

*(To be reviewed and revised annually by Past-President)*

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## **Purpose of Job Descriptions**

Job descriptions are designed to help orient board members to the accountabilities they are responsible for in their roles. Further, they are a tool to assist board members in understanding the accountabilities of other board members to ensure all required WBN tasks are completed accurately and on time. It is your responsibility as a board member to become familiar with not only your job description but also that of the other board members to ensure team accountability in operational effectiveness of the WBN.

## **Governance**

The WBN board of directors is governed by the current published Constitution, Member Code of Conduct and Board of Director Guiding Principles. It is your responsibility as an acting board member to become familiar with and adhere to these established rules of engagement. Should a director not comply with the established rules or not perform their duties to the satisfaction of the Officers, the President has the power to declare vacant the office of said director.

(See By-Law 5.A.2 in the Constitution Dated May 2013)

## **Representative of the WBN**

As a board member, you are a representative of the WBN with the membership and the community. Act in as a role model with good judgment and in accordance to the policies and constitution of the WBN at all times while on the board of directors.

Enhance the Member experience and be a champion and advocate for the WBN by;

- welcoming new members and guests at Member Meetings
- action Member concerns respectfully, compassionately and timely
- facilitate discussions and encourage networking at Member Meetings

## **Board of Directors' Responsibilities**

In addition to the specific job description accountabilities that follow for each director and officer position, the following are expected of all acting directors and officers.

### **Fiscal Responsibility**

(See By-Law 10 in the Constitution Dated May 2013 and the Procurement Policy for detailed procedures.)

Each board member will practice fiscal responsibility in managing their individual budgets (if applicable). Reimbursement of any expense will be included in the

Treasurer's report at all board meetings for final approval before reimbursement is made.

As per By-Law 10, any expenditure required in excess of \$100 that is not included in a board member's budget, must be approved/passed by the board of directors through a motion made at a board meeting before the expenditure is made.

Exception is made where the expenditure is time sensitive and cannot wait for board meeting approval. In this case, a board member may make a motion to the entire board via email and constitutional voting rules apply to accept the motion as passed. The Secretary will keep all email relating to the motion as official WBN record.

## **Board Meetings**

### **Confidentiality**

All matters discussed at board meetings is to be considered confidential in nature. Meeting minutes are captured and are considered property of the WBN and its members. To ensure transparent and collaborative dialogue in board meetings, all board members will agree on what is captured in the minutes before being determined final WBN record. This ensures valuable, transparent discussion by the board in making informed decisions in the best interest of the WBN and its members.

### **Attendance**

Full participation is expected at all planned board meetings where possible. As a volunteer board of directors every attempt should be made to attend all scheduled board meetings, however it is expected that life events or other priorities may come up from time to time preventing attendance to a scheduled board meeting. In such a case, a conversation with the President is required to ensure your accountabilities can continue to be fulfilled in your limited absence. Should a director be unable to attend three meetings of the board, with the unanimous consent of the Officers, the President has the power to declare vacant the office of said director.

(See By-Law 5.A.2 in the Constitution Dated May 2013)

### **Annual Strategic Planning Meeting**

Once a year, usually in May or June, a full day strategic planning meeting takes place with outgoing, incoming and current board members. This may include an overnight stay over a weekend at a location to be determined by the board of directors. Board attendance and participation in this event is critical to the strategic planning process and therefore attendance is expected. Every attempt will be made to pick a date that accommodates all board members' schedules, but it is acknowledged that coordinating possibly 12+ schedules may not always be possible.

From time to time, depending on the needs of the organization, a second full day strategic planning meeting may be required through the membership year that board members will be expected to attend and participate in. Again, every attempt will be made to pick a date that accommodates all board members' schedules, but it is acknowledged that may not always be possible.

### **Preparation**

It is expected that any board member who has a report for the board meeting, will prepare and provide that report the Saturday immediately prior to each board meeting to the President. The President will include all reports with the distribution of the agenda and it will be the responsibility of each board member to review each report and come prepared with questions or feedback before accepting a motion to accept the report. Failure to provide a report in advance of the board meeting may mean that at the discretion of the President no time will be allotted to your report on the agenda.

### **Participation**

It is expected that all board members will participate and contribute to the discussion and decision-making process while in board meetings. The President will ensure that the objective and goal of the topic are clear and will keep the discussion pertinent to the goal.

As a board member, plan to;

- Volunteer to sit on working committees in areas where your own work and life experiences will add value
- Take an active role in discussing and developing and/or reviewing policies, procedures and the WBN operating model
- Take an active role in reviewing and evaluating member benefits designed to serve our membership
- Prepare for each meeting by fulfilling any action items assigned to you, by reading any reports provided in advance or completing any pre-work that may be assigned to be informed and to take an active role in meetings
- Ensure your opinions and thoughts on all matters that come before the board are presented in a way that represents the interests of the membership and adhere with the Guiding Principles and Member Code of Conduct
- Encourage healthy and respectful debate; it is acceptable to disagree but not acceptable to be disagreeable; be willing and flexible to change your mind, if in the best interest of the board or the WBN Membership
- Participate in making informed decisions by gathering facts and information required to intelligently work on issues at hand

### **Attend Member Meetings or Events**

Attendance at all Member meetings is expected by all board members as advocates of the WBN and to show support for fellow WBN members. Where

attendance is not possible for personal or other reasons, it is the director's responsibility to notify the President to ensure any accountability can continue to be fulfilled in your absence.

These meetings may include but are not limited to;

- Meetings referenced in Article 7 of the Constitution dated May 2013
- Business Spotlight events

It is expected that all board members will arrive 1 hour prior to all Member Network meetings to assist with setting up for the event. Specific board positions have specific areas of set up accountability (i.e. Membership Director setting up Registration Table) and it is expected that others will volunteer for specific tasks as asked by the President.

### **Annual Gala and Auction**

Each December, the WBN program includes a holiday gala that supports the YWCA's Crossroads women's shelter. A tremendous amount of planning and coordination is required for this event with the day of the event having a significant amount of setting up and coordination required.

Board members may be asked to volunteer the week of &/or the day of the event to help in various capacities as determined by the Social Director. Board participation is neither mandatory nor expected and is based on volunteering where possible.

### **Effective Communication**

In order for the WBN Board of Directors to be productive and efficient, correspondence outside board meetings is necessary. Correspondence may take place through various media (i.e. phone, email, Facebook groups, etc.). The primary media for board communication outside board meetings is through email.

Therefore, it is required that all board members adhere to the following communication standards;

- Transparency and collaboration – keep other board member informed as required and in a timely fashion on anything related to your role and/or responsibilities. Be succinct and salient in an effort to be effective and efficient with communication without inundating board members unnecessarily.
- Inform all board members when you are going to be unavailable such as at a conference or on vacation.
- Be timely in your response and attempt to respond within 1 business day (Monday to Friday) if only to acknowledge receipt of the communication setting an expectation on when a response should be expected
- If you have a preferred media for communication, inform the board and respectfully ensure adherence

- If applicable, regularly monitor junk mail &/or spam filters for WBN related correspondence from Members or Board members

## **Succession Planning**

It is expected that as each board member's term expires and a successor elected, that a smooth transition occurs to ensure the successor is adequately prepared for the role. This includes, but is not limited to;

- Reviewing, in detail the job description
- Training, as required on various accountabilities for the role
- Website / technical training on administration as appropriate by role
- Introduction of and review of the constitution to ensure understanding
- Passing over any/all digital &/or paper files related to the role including detailed procedures

All new board members are elected in May at the Annual General Meeting and it is expected of the predecessor to shadow with their successor in their role until the end of their term in June to ensure a smooth transition and full knowledge transfer.

## **Forming Committees**

Any Board member has the discretion to form a committee from the current membership to help fulfill the accountabilities of their job. Upon registration, members can select interest in volunteering on committees for specific roles. This list is located on the Admin panel of the WBN website.

When forming a committee, Board members must select members from the current list of volunteers and only members in good standing should be selected. The number of committee members is to be determined by the board member forming the committee.

Committees are formed on an as needed basis by the board and lead by a board member as Committee Chair. The level of involvement in committees by each individual board member will have a direct impact on the time commitment made by each role and as such is not captured in individual job descriptions.

It is important to note that the Board member is still primarily responsible for all the accountabilities of the role as described in the Job Descriptions regardless of who is completing the tasks. Failure to fulfill the requirements of the Director's role, regardless of the committee member assigned to complete the task, could lead to dismissal of that board member at the discretion of the President with unanimous support from the Officers. Therefore, it is important that the Director take a leadership role to oversee the work that all committee members are taking on to ensure accuracy and meeting required deadlines.

(See By-Law 5.A.2 in the Constitution Dated May 2013)

### Estimated Time Commitment by Role

This chart is a summary of the estimated time commitment required by each director's role. It's important for everyone to understand the commitment required of each player on the team to ensure effective teamwork and collaboration.

These are estimates only and vary based on the needs of the organization and changes in roles when sharing responsibilities with other board members. Time will also vary dependent on each board member's voluntary commitment to other committees (see above)

Note that these hours do not include attendance to WBN meetings including board meeting, Membership meeting, Spotlight event, Strategic Planning Meetings and other meetings as required.

<u>Director</u>	<u>Annual Hours*</u>	<u>Monthly Hours*</u>	<u>Daily Hours*</u>
President	40-55 hrs	12-15 hrs	<1 hr
Treasurer	16-22 hrs	7-15 hrs	<1 hr Daily
Secretary	1-2 hrs	10-15 hrs	<1 hr
Past President	15-25 hrs	2 hrs	<1 hr
Director at Large	20-26 hrs	3-4 hrs	<1 hr
Social	38-50 hrs	-	<1 hr
External Communications	9-16 hrs	11 hrs	<1 hr
Member Communications	17-18 hrs	12-15 hrs	<1 hr
Strategic Planning	48-57 hrs	8-9 hrs	<1 hr
Program	3-5 hrs	8-13 hrs	<1 hr
Membership	6-7 hrs	6-8 hrs	<1 hr
Vice-President	5-15 hrs	N/A	N/A
*Annual Hours is defined as the number of hours spent on tasks that are only required to be done annually. To understand total commitment required, one must add Annual Hours plus Monthly Hours x 12 plus Daily Hours x 365.			





**Board of Directors Binder**  
**Job Descriptions**

## Job Descriptions

### President

<b>Required Skills</b>	<ul style="list-style-type: none"> <li>• Proven leader with ability to:             <ul style="list-style-type: none"> <li>○ Exercise general supervision over the affairs and activities of the Network and shall serve as a member ex-officio of all standing Committees.</li> <li>○ Ensure understanding of all Board Member Roles and Responsibilities and ensure adherence by the board for all areas of accountability and due dates.</li> <li>○ With the unanimous consent of the Officers, the President shall have the power to declare vacant the office of any Director who fails to attend three meetings of the Board or who fails to perform their duties to the satisfaction of the Officers.</li> <li>○ Encourage Directors to work as a team and provide and arrange for assistance for any Director who may need help with fulfilling accountabilities (use other Directors or draw from list of volunteers)</li> <li>○ Encourage Directors and Members to provide feedback to increase the effectiveness of committees</li> <li>○ Mentor Vice President in preparation for following year</li> <li>○ Resolve disputes or member issues by consensus with the Board and in a timely manner</li> </ul> </li> </ul>
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Timeframe		Description	Sub-Task	Duration	Notes
Annual	June	Miscellaneous Job Accountabilities	<ul style="list-style-type: none"> <li>• Review the list of Miscellaneous Job Accountabilities &amp; ask board members who have the skill set &amp;/or expertise to take on each task for the remainder of the year (See below)</li> </ul>	1 hr	
		Board Meeting #2	<ul style="list-style-type: none"> <li>• The in-coming President will ensure a call for Approval of the Minutes for the meeting just adjourned is made in July and will carry on a complete meeting with the new board.</li> <li>• Encourage all incoming board members to obtain website training as applicable for their role with our website service provider</li> </ul>	2 hrs	
		Annual Schedule	<ul style="list-style-type: none"> <li>• <b><i>See Template in Procedures</i></b></li> </ul>	30 minutes	



## Board of Directors Binder Job Descriptions

Timeframe	Description	Sub-Task	Duration	Notes
		<ul style="list-style-type: none"> <li>Create a schedule for the year including Board Meetings, Member Meetings and Business Spotlight</li> <li>Add to the Admin Calendar on the website (if using)</li> <li>Determine 2 board meetings to host in your home; typically July or August and December</li> <li>Distribute to the board for addition to their Board Binder</li> </ul>		
	Board Contact List	<ul style="list-style-type: none"> <li><b>See Template in Procedures</b></li> <li>Update the existing board contact list with new board members and confirm accuracy of returning board members</li> <li>Distribute to the board for addition to their Board Binder</li> </ul>	30 minutes	
	Annual Budget	Identify yearly budget for the director's role. Considerations; <ul style="list-style-type: none"> <li>Women in Business Sponsorship (i.e. swag bag drop, centre pieces with East City Flower Shop, free membership for winner, other?)</li> <li>Business Advantage (~\$1,500) plus board photo</li> <li>Board meeting dinners; Summer and December meals catered or pot luck</li> <li>Flowers/gift for board members in June</li> <li>Other?</li> </ul>	1 hrs	The Treasurer will facilitate the budget process with the entire board and establish requirements and timeline.
July	Venue & Meal Contracts	<ul style="list-style-type: none"> <li>Start negotiation process for meals and convention centre to be used for Member Meetings &amp; Board Meetings</li> <li>Once menu is established for the year, provide to Program Director for input into website</li> </ul>	1 hrs	
	Prepare for Business Advantage Magazine Article	<ul style="list-style-type: none"> <li>Contact at Business Advantage will confirm all requirements and due dates; typically due mid-August for September issue</li> <li>Work with External Communications Director on content.</li> <li>Arrange for board photo; previously worked with Miranda Hume, Photographer</li> </ul>	2-6 hrs	A lot of follow up and coordination with the board during high vacation season
	President's Message	Prepare President's message for the website, first newsletter	1 hrs	
	Chamber Contra Agreement	<ul style="list-style-type: none"> <li>Formalize and update contra agreement with Chamber of Commerce</li> <li>Work with Treasurer and Past President to validate</li> </ul>	1 hrs	



**Board of Directors Binder**  
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Timeframe	Description	Sub-Task	Duration	Notes
		<ul style="list-style-type: none"> <li>agreement</li> <li>Obtain membership login id &amp; password from Past President for Chamber website</li> </ul>		
	Board Meeting Prep	<ul style="list-style-type: none"> <li>Solicit financial budgets from Board members; work jointly with Treasurer to create yearly budget for presentation to the board at August meeting; ensure annual budget is passed</li> <li>July &amp; August board meetings typically run longer due to planning required for upcoming membership year. Prepare the board and set expectation of required attendance.</li> </ul>	1 hrs	
	Social Media Access	<ul style="list-style-type: none"> <li>Working with External Communications Director, determine who on the board of directors will have access to post on WBN Social Media sites (at least 2 board members)</li> <li>Ensure they are familiar with the Social Media Policy</li> <li>Update all access and reset passwords</li> <li>WBN Social Media includes;               <ul style="list-style-type: none"> <li>Twitter (@wbnpbto)</li> <li>Facebook (/wbnpbto)</li> <li>LinkedIn</li> </ul> </li> <li>Ensure also that access to the WBN Drop Box is updated to include only current board members</li> </ul>	<1 hr	
August	Cap Membership	Based on location of Member Meetings; discuss with Treasurer, Secretary & Membership Directors	<1 hrs	
September	Chamber of Commerce Prosperity Show	<ul style="list-style-type: none"> <li>Coordinate details of WBN involvement with the CoC if part of the Chamber Contra agreement</li> <li>Arrange for coverage of the booth by board members for the duration of the show; plan on at least 2 people at a time</li> <li>Arrange for the booth to have WBN signage, brochures etc. promoting the WBN</li> <li>Consider a jar/bowl of chocolates to attract people and/or a draw for 1 free Guest ticket to any WBN night</li> </ul>	2-6 hrs	
November	Chamber of Commerce Business Excellence Awards	Announce any WBN Members who have been nominate for an award at the Member meeting and consider publishing in the	<1 hrs	

## Board of Directors Binder Job Descriptions

Timeframe	Description	Sub-Task	Duration	Notes
		monthly newsletter		
	Gala Preparation	Throughout the month, check in with the Social Director to ensure they are getting the support they need as their work load is heaviest in this month	<1 hrs	
	Gala Preparation	<ul style="list-style-type: none"> <li>Thought of the day should be replaced with a toast to the holidays, guests, auction etc.. Or consider a message from Lynn Zimmer of the YWCA</li> <li>Schedule a board rotation through the registration desk to ensure all board members participate in the silent auction and gala events</li> <li>Be prepared to spend the day helping with general set up at the venue of choice under the leadership of the Social Director</li> </ul>	1 – 6 hrs	
January	Review Constitution	<ul style="list-style-type: none"> <li>Review the constitution and by-laws in preparation for January's board meeting</li> <li>Prepare any recommendations for revisions as required</li> <li>Delegate updates to other board members as required; consider Directors at Large for general updates as they typically have capacity</li> </ul>	1 – 3 hrs	Any Constitution updates must be presented to the Membership in advance of the AGM for voting
	2 <sup>nd</sup> Annual Strategic Planning Session	<ul style="list-style-type: none"> <li>Work with Strategic Planning Director to determine if a second planning session is required and create agenda as appropriate</li> <li>Attend Annual Session; lead discussion as determined by the agenda</li> </ul>	8 hrs	As required and determined by board
March	International Women's Month & Day	<ul style="list-style-type: none"> <li>Ensure WBN communication (newsletter and member meeting) focuses on International Women's Month</li> <li>Celebrate Women in Business</li> </ul>	<1 hrs	
April	Member of the Year	<ul style="list-style-type: none"> <li>Working with Maureen Tavener Update and manage Member of the Year online voting</li> <li>Encourage member involvement through eBlasts, Newsletter and President's messages</li> </ul>	<1 hrs	
	Annual General Meeting Prep	<ul style="list-style-type: none"> <li>Secure a date and location for the AGM in May</li> <li>Secretary to provide you with a copy of last year's AGM's minutes for review and action as appropriate prior to AGM</li> </ul>	1 – 2 hrs	



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Timeframe	Description	Sub-Task	Duration	Notes
		<ul style="list-style-type: none"> <li>Send explanatory letter (via eBlast), agenda, last year's minutes to all members 2 weeks in advance of AGM</li> <li>Create an agenda with President's message that provides an overview of the board's successes this membership year (See recommended format below)</li> </ul>		
	PTBO Examiner Women in Business Awards	<ul style="list-style-type: none"> <li>Announce WBN Member nominees at Member Meeting and winner at May's meeting</li> <li>Previously, board members have split the cost of a table at the event and 8 board members attend</li> <li>Determined what was budgeted for the event in terms of WBN sponsorship</li> </ul>	<1 hr	
May	Annual General Meeting	<ul style="list-style-type: none"> <li>Run closed AGM as scheduled in April</li> </ul>	1 hrs	
	Member of the Year Award	<ul style="list-style-type: none"> <li>Maureen Tavener to announce Member of the Year award winner as part of general announcements at Member Meeting</li> </ul>		
	Business Advantage Framed Covers	Contact Business Advantage to arrange for framed magazine covers for all board members – this is not chargeable	<1 hrs	
June	Board Retreat / Strategic Planning Session	<ul style="list-style-type: none"> <li>Work with Strategic Planning Director and Vice President to create agenda</li> </ul>	8+ hrs	This starts the transition of leadership to the incoming President who should take the majority lead
	Final Member Meeting	<ul style="list-style-type: none"> <li>Thank and present all board members with Business Advantage Framed Covers; consider working with Treasurer on arranging for flowers/plant/gift for each board member.</li> <li>Remind Membership of the renewal process</li> </ul>	<1 hrs	
	Board Meeting #1	<ul style="list-style-type: none"> <li>At the end of the June board meeting, the out-going President shall;               <ul style="list-style-type: none"> <li>ask for a Motion to accept new board members</li> <li>close out any outstanding items with the exiting board</li> </ul> </li> </ul>	1 hrs	



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		<ul style="list-style-type: none"> <li>o thank the departing Past President and board members for their service</li> <li>o adjourn that section of the meeting.</li> </ul>			
		<b>Annual total</b>	<b>-39 - 55 Hrs</b>		
Monthly	2 <sup>nd</sup> week	President's message for newsletter	Create president's message for each Newsletter issue focusing on the highlights of the WBN in that month.	1-2 hrs	
	2 <sup>nd</sup> week	Board Meetings	<ul style="list-style-type: none"> <li>• Call out to the board 1 week before each board meeting for agenda items</li> <li>• Prepare and distribute agenda 2 days before each board meeting (See Procedures and recommended format below)</li> <li>• Ensure there will be a quorum of 60% for the meeting and reschedule if necessary</li> <li>• Run meetings in a professional, concise manner, keeping Directors to the agenda</li> <li>• Entitled to the tie breaking vote in case of equality of votes at any meeting of the Executive Board</li> <li>• Give direction as to duties and roles of each Board of Director</li> <li>• Outline action items and deadlines</li> <li>• Oversee all committees and work together with all Directors</li> </ul>	4-6 hrs	
	3 <sup>rd</sup> week	Newsletter	Proof newsletter content before it is published.	30 minutes	
	Continuously	WBN Testimonials	Encourage and collect written testimonials from members to include on the website and other publications	30 minutes	
	Continuously	Volunteers	<ul style="list-style-type: none"> <li>• Regularly monitor the website for a list of members willing to volunteer on committees &amp;/or other areas (i.e. thought of the day, greeters, etc.)</li> <li>• Arrange for volunteers for each Member Meeting as required</li> </ul>	30 minutes	
	Continuously	Online Trivia	Update online Trivia regularly	30 minutes	
Sept-June (10 mths)	Member Meetings	<ul style="list-style-type: none"> <li>• Preside at all meetings of the Network and of the Board at which she is present; if not able to be present ask Vice or</li> </ul>	5-7 hrs		



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Timeframe		Description	Sub-Task	Duration	Notes
			Past President to take over duties. <ul style="list-style-type: none"> <li>• Create a monthly agenda and distribute to all board members at least 2 days in advance of meeting (See Procedures and recommended format below)</li> <li>• Solicit volunteers from the membership for Thought of the Day, Greeters (2), Introducing and Thanking the speaker</li> <li>• Create a PowerPoint presentation to support your announcements</li> </ul>		
	June – June (12 mths)	Review Bank Statements	<ul style="list-style-type: none"> <li>• Per Constitutional By-Law #5.A.4;               <ul style="list-style-type: none"> <li>◦ Review and initial the Network’s bank statements and cancelled cheques on a monthly basis, and provide year-end financial statements to any current member who makes such a request.</li> </ul> </li> </ul>	<1 hr	
			<b>Monthly total</b>	<b>12 - 15 hrs</b>	
Daily	June-June (12 mths)	Manage email	<ul style="list-style-type: none"> <li>• Accountable for managing all email sent to <a href="mailto:president@womensbusinessnetwork.net">president@womensbusinessnetwork.net</a></li> <li>• Respond to all email within 1 business day (Monday to Friday) except when legitimately unavailable</li> </ul>	<1 hr	
			<b>Daily total</b>	<b>&lt;1 hr</b>	
Recommended Formats		Board Meeting Agenda	<b>See Template in Procedures</b> <ul style="list-style-type: none"> <li>• Items arising from the minutes of last meeting</li> <li>• Approval of Minutes of the last meetings</li> <li>• Treasurer Report</li> <li>• Membership Report</li> <li>• Program Report</li> <li>• Member Communications Report</li> <li>• External Communications Report</li> <li>• Director(s) at Large Report</li> <li>• Social Report</li> <li>• Strategic Planning Report</li> <li>• Past-President’s Report</li> <li>• Other Business</li> <li>• Member Meeting Agenda (volunteers, announcements etc.)</li> </ul>		This is a recommended format only and can be changed at the discretion of the President with input from the board of directors.



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Timeframe	Description	Sub-Task	Duration	Notes
		<ul style="list-style-type: none"> <li>• Adjourn meeting</li> </ul>		
	Member Meeting Agenda	<ul style="list-style-type: none"> <li>• Agenda sent to Board Members;               <ul style="list-style-type: none"> <li>◦ <b>See Template in Procedures</b></li> </ul> </li> <li>• Member Meeting Agenda;               <ul style="list-style-type: none"> <li>• Request all take their seats</li> <li>• Welcome everyone, new members and guests</li> <li>• Introduce Board of Directors – announce all names only in September &amp; January; list names on a PowerPoint presentation in other months</li> <li>• Thought of the Day</li> <li>• Last call for 50/50 tickets</li> <li>• Dinner</li> <li>• Toonie Talk (start during dinner)</li> <li>• Announcements</li> <li>• 10 Minute Break</li> <li>• Speaker (Includes introducing and thanking)</li> <li>• 50/50</li> </ul> </li> </ul> <p>Door Prizes – depending on number of door prizes, draw randomly through the night after everyone takes their seat</p>		<p>This is a recommended format only and can be changed at the discretion of the President with input from the board of directors.</p> <p>Note that agenda will change for networking nights, tradeshow, Holiday Gala etc. President to use her judgment.</p>
	AGM Agenda	<ul style="list-style-type: none"> <li>• Motion to call the meeting to order</li> <li>• Validate that quorum has been met</li> <li>• Items arising from the minutes of the previous years AGM</li> <li>• Call for a motion to approve the minutes from the previous years AGM</li> <li>• Present constitutional updates, if applicable and motion to accept changes as presented</li> <li>• Past President to review all board incumbents, board members concluding their terms and all new board nominations. Vote only occurs when there are more nominees than there are available board positions, otherwise Past President presents a motion to accept the slate of nominees as presented</li> <li>• President's Message – recap the board of directors accomplishments through the past membership year; see</li> </ul>		





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		previous President's messages as examples of content to cover <ul style="list-style-type: none"> <li>• Motion to adjourn the meeting</li> </ul>		
	Miscellaneous Job Accountabilities	<ul style="list-style-type: none"> <li>• Set up &amp; take down AV equipment each member meeting &amp; "drive" PowerPoint Presentations</li> <li>• Reviewing website content annually for accuracy &amp; recommended updates</li> <li>• Collect all technical requirements from board members for website development budget; this in absence of a technical director</li> </ul>		



## Board of Directors Binder Job Descriptions

### Past President

<b>Required Skills</b>	<ul style="list-style-type: none"> <li>• Be willing to assume the role of President or Vice President should the incumbents be absent or unable to act (See Constitution <u>Article 4, 3.A</u>, By-Law 5.B.2)</li> <li>• Provide guidance and mentorship to the board and President</li> <li>• Act as Privacy Office for the WBN (See Constitution <u>Article 8</u>)</li> <li>• Ability to recruit new board members as part of succession planning</li> <li>• Ability to meet timelines</li> <li>• Technical acumen</li> </ul>
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Timeframe	Description	Sub-Task	Duration	Notes	
Annual	Mid-June	Membership Renewal Process  Updating Membership Year in Website (many interdependencies within the site including Program and Meeting Management tasks that Secretary completes)	<ul style="list-style-type: none"> <li>• Complete the Membership Renewal process on the website</li> <li>• See Process document in Process section of binder</li> <li>• The process includes;               <ul style="list-style-type: none"> <li>○ Turning Off all member access</li> <li>○ Generating a renewal email to membership</li> <li>○ Updating all board member positions (website &amp; email addresses)</li> </ul> </li> </ul>	1.5 hrs	
	June - July	Annual Budget	Identify yearly budget for the director's role. Considerations; <ul style="list-style-type: none"> <li>• Cost associated with re-printing required Board Binders</li> </ul>	1 hr	The Treasurer will facilitate the budget process with the entire board and establish requirements and timeline.
	July – August	Solicit Nominations for Vice President	<ul style="list-style-type: none"> <li>• Determine eligible Board Members for Vice President per eligibility requirements as stated in the constitution</li> <li>• Oversee, conduct the secret ballot vote &amp; tabulate the results for the position of Vice President at the August Board Meeting</li> <li>• See <u>Constitution &amp; By-Laws</u>;               <ul style="list-style-type: none"> <li>○ Article 4 - 3.B, 3.C, 3.D &amp; 3.E</li> <li>○ By-Law 5.B.5</li> </ul> </li> </ul>	1-2 hrs	

## Board of Directors Binder Job Descriptions

Timeframe	Description	Sub-Task	Duration	Notes
September – May	Annual Election of Board Members	<ul style="list-style-type: none"> <li>• Determine Board positions that will be ending their term &amp; start recruiting replacements from current membership.</li> <li>• Recruit officers and directors in accordance to the process as stated in the Constitutional <u>By-law 7 - Nominations and Elections of Officers and Directors</u></li> <li>• Call for annual board nominations &amp; present the slate of nominees at the Annual General Meeting and preside over the Board election at the AGM. (See By-Law <u>5.B.4 Past President</u>)</li> <li>• Use the Board Binder, specifically Job Descriptions to share with potential Board nominees so that they fully understand the requirements of the role they are nominating for</li> <li>• Orient incoming Board Members with their responsibilities &amp; the constitution using the contents of the Board Binder</li> </ul>	4-8 hrs	Time varies depending on the number of volunteers. If recruitment required, more time may be required.
November – February	Review of Job Descriptions	<ul style="list-style-type: none"> <li>• Complete an annual review of job descriptions for each board position with each board member and present recommended amendments of same to the Board for ratification at the February board meeting. Update the Board Binder indicating on each job description when the review &amp;/or edits were complete. (See <u>By-Law 5.B.3 Past President</u>)</li> </ul>	4-6 hrs	
January – June	Update Board Binder	<ul style="list-style-type: none"> <li>• Complete a full review &amp; edit/update as required, the entire Board Binder;               <ul style="list-style-type: none"> <li>○ Ensure all dates, versions etc. are updated indicating when review was complete</li> <li>○ Working with Vice President, update WBN Board Meeting schedule for the next year</li> <li>○ Update Board Contact list with new Board nominations</li> </ul> </li> <li>• Provide updated paper versions for existing Board Members to update their own binders</li> <li>• Provide incoming Board members with new binders and content before they start their positions in June</li> </ul>	2-4 hrs	
June	Handover to Predecessor	Ensure incoming Past President is provided with; <ul style="list-style-type: none"> <li>• Master Access login &amp; password (encourage a change in</li> </ul>	2 hrs	



## Board of Directors Binder Job Descriptions

Timeframe	Description	Sub-Task	Duration	Notes
		password annually) <ul style="list-style-type: none"> <li>Chamber of Commerce Board binder – update the Chamber board on incoming WBN representative</li> <li>Trent Business Council information – update the TBC on incoming WBN representative</li> <li>All Board Binder softcopies for updates</li> <li>Any other related documentation associated to the role</li> </ul>		
		<b>Annual total</b>	<b>15-25 hrs</b>	
Monthly	June-June (12 mths)	Chamber of Commerce Board Member <ul style="list-style-type: none"> <li>Represent the WBN as an active participant of the Chamber of Commerce Board</li> <li>Attend monthly board meetings as scheduled</li> <li>Act in the best interest of the WBN and adhere to all Chamber Board Policies</li> </ul>	1 hr	
	June-June (Quarterly Only)	Trent Business Council <ul style="list-style-type: none"> <li>Represent the WBN as an active participant of the Trent Business Council</li> <li>Attend quarterly council meetings as scheduled</li> <li>Act in the best interest of the WBN and adhere to all Trent Business Council Policies</li> </ul>	1 hr	
		<b>Monthly total</b>	<b>2 hrs</b>	
Daily	June-June (12 mths)	Manage email <ul style="list-style-type: none"> <li>Accountable for managing all email sent to <a href="mailto:pastpresident@womensbusinessnetwork.net">pastpresident@womensbusinessnetwork.net</a></li> <li>Respond to all email within 1 business day (Monday to Friday) except when legitimately unavailable</li> </ul>	<1 hr	
	As Required	Master Access <p>The Past President will be given the user id and password for Master Access to the website. There are several procedures and functions that can be performed with this access and are covered in a procedural document that will be passed from each predecessor to successor in the role.</p>	<1 hr	
		<b>Daily total</b>	<b>&lt;1 hr</b>	

### Vice President

<b>Required Skills</b>	<ul style="list-style-type: none"> <li>Ability to assume the role of the President during her absence or inability to act for any cause</li> </ul>
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**Board of Directors Binder**  
**Job Descriptions**

	<p>whatsoever (Per <u>Article 4.5</u> and <u>By-Law 5.C.1</u> of the constitution)</p> <ul style="list-style-type: none"> <li>• At the President's discretion, represent the WBN at any Provincial or National Association meetings the Board has deemed to be affiliated with. (Per By-Law 5.C.2)</li> <li>• Be prepared to commit to 2 additional years on the WBN Board; finish term in existing role concurrent to Vice-President, complete a 1 year term as President followed by a 1 year term as Past President</li> <li>• Ability to meet timelines</li> <li>• Technical acumen</li> </ul>
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Timeframe		Description	Sub-Task	Duration	Notes
Annual	June-June (12 mths)	Succession Planning for Presidency	<ul style="list-style-type: none"> <li>• Work closely with President in order to gain understanding of and assume Presidential responsibilities in the absence of the President this year and in the following year</li> <li>• Gain valuable guidance from President and Past President to begin planning for Presidential year</li> <li>• Assist Past President with director solicitation for next year</li> </ul>	5-15 hrs	
			<b>Annual total</b>	<b>5-15 hrs</b>	



## Board of Directors Binder Job Descriptions

### Treasurer

<b>Required Skills</b>	<ul style="list-style-type: none"> <li>• Accounting background and expertise required</li> <li>• Ability to collect Member dues that are not paid in accordance to <u>By-Law 3.C</u> of the constitution</li> <li>• Act as an Officer of the Network in accordance to <u>Article 4</u> of the constitution</li> <li>• Ability to meet timelines</li> <li>• Technical acumen</li> </ul>
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	Timeframe	Description	Sub-Task	Duration	Notes
Annual	June-Aug	Budget	<ul style="list-style-type: none"> <li>• Compile budget inputs from each Board member into a master document</li> <li>• Compare to prior years, develop projection for membership and other revenues, analyze expenses as a percent of revenues</li> <li>• Bring draft budget to July meeting for discussion</li> <li>• Present final budget for approval at August meeting (See <u>By-Law 5.E.4</u>)</li> </ul>	10 hrs	
	July	Signing Authorities	<ul style="list-style-type: none"> <li>• Set up meeting(s) at bank to change signing authorities (in-coming and out-going Treasurer, Past-President, and Secretary)</li> </ul>	1 hr	
	As Required	Facilitate Financial Management for Special Events	<ul style="list-style-type: none"> <li>• Develop &amp; execute processes to facilitate the collection of proceeds for various events as required (i.e. YWCA Auction)</li> <li>• Track and prepare statements &amp;/or reports for such events for presentation to the board and WBN record</li> <li>• Create cheques as required to deliver proceeds</li> </ul>	2-4 hrs	
	May	Present at AGM	<ul style="list-style-type: none"> <li>• Be prepared to speak to membership regarding the prior year end results and projected current year results</li> </ul>	1 hr	
	August 15th	Early Bird Cut-off	<ul style="list-style-type: none"> <li>• Plan for many last minute requests from members and many interruptions in your workday including many items to process.</li> </ul>	2-6 hrs	
			<b>Annual total</b>	<b>16-22 hrs</b>	
	1 <sup>st</sup> Wed	Membership Meeting	<ul style="list-style-type: none"> <li>• Collect guest fees from Secretary and Twoonie Talk monies. Attend as many as possible and assist as</li> </ul>	3 hrs	

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Timeframe	Description	Sub-Task	Duration	Notes
		required.		
	Before 3 <sup>rd</sup> Wed	Bookkeeping	4 hrs	
		<ul style="list-style-type: none"> <li>Download online credit card transactions into Excel</li> <li>Bookkeeping entry in QuickBooks – ‘sales receipts’ for all revenues, ‘make deposits’, ‘write cheques’ for bills, complete bank reconciliation</li> <li>Prepare monthly/YTD financial statements (vs budget &amp;/or vs forecast if budget is a problem)</li> <li>Analyze and flag differences to budget</li> <li>Prepare list of invoices/cheques for approval at Board meeting</li> <li>Write cheques to be signed by second Officer at board meeting once Cheque Report is approved.</li> </ul>		
		<b>Monthly total</b>	<b>7 hrs</b>	
Weekly	June-June (12 mths)	Canada Post Mail	1 hr	
	As Required	Bank Deposits	1 hr	
			<b>Weekly total</b>	<b>2 hr</b>
Daily	June-June (12 mths)	Manage email	<1 hr	
			<b>Daily total</b>	<b>&lt;1 hr</b>



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**Secretary**

<b>Required Skills</b>	<ul style="list-style-type: none"> <li>• Attention to detail; Capturing &amp; documenting salient points of conversation that accurately reflect discussions &amp; decisions of board proceedings to form WBN record</li> <li>• Ability to meet timelines</li> <li>• Technical acumen</li> <li>• Effective Communication Skills practicing diplomacy, tact &amp; integrity in managing unique member &amp; guest requests</li> </ul>
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	<b>Timeframe</b>	<b>Description</b>	<b>Sub-Task</b>	<b>Duration</b>	<b>Notes</b>
Annual	June-July	Annual Budget	Identify yearly budget for the director's role. Considerations; <ul style="list-style-type: none"> <li>• Stationary requirements (name tags, food allergy cards, receipt book, etc.)</li> <li>• Software upgrades / requirements for WBN laptop</li> </ul>	1 hr	The Treasurer will facilitate the budget process with the entire board & establish requirements & timeline.
	April	AGM Meeting Preparation	Send previous years AGM Meeting Minutes to President		
	May	AGM Meeting	<ul style="list-style-type: none"> <li>• Obtain agenda from President</li> <li>• Obtain all reports from Board members as applicable</li> <li>• Print &amp; bring a copy of Member sign in sheet to count member attendance; after meeting, sheet is to be scanned &amp; filed with AGM minutes as WBN record</li> <li>• Draft meeting minutes &amp; provide to President for review &amp; edit within 2 business days</li> <li>• Distribute final meeting minutes with all applicable reports to Board Members within 1 week &amp; arrange to have published on website</li> </ul>	1 hr	
	May Board Meeting	WBN Storage Locker	Review contract with storage company & make a motion to the board to renew to cancel as required See Policies & Procedures for storage locker details and update as required	1 hr	
	July	Back up WBN Files to Disc	Back up previous membership year's files to disc & store with other WBN records in the storage locker	15 minutes	
				<b>Annual total</b>	<b>1-2 hrs</b>
M	T-16 Days	Set up RSVP emails	Detailed Job Aid filed with Secretary Tasks on WBN Laptop	10 minutes	





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<b>Timeframe</b>	<b>Description</b>	<b>Sub-Task</b>	<b>Duration</b>	<b>Notes</b>
from Mmbr Mtg				
T-5 Days from Mmbr Mtg	RSVP Response Deadline	<ul style="list-style-type: none"> <li>• Manage Call back list do follow up with ,</li> <li>• Close Meeting &amp; Guest Registration</li> <li>• Email Holiday Inn with Meal Counts &amp; table requirements</li> <li>• Detailed Job Aid filed with Secretary Tasks on WBN Laptop</li> </ul>	10 minutes	
T-3 to Day of Mmbr Mtg	Manage Wait Lists	<ul style="list-style-type: none"> <li>• Detailed Job Aid filed with Secretary Tasks on WBN Laptop</li> </ul>	1-2 hours	Be prepared to manage high volume of requests on these 3 days before each meeting
Day of Mmbr Mtg	Membership Meeting - Prep	<ul style="list-style-type: none"> <li>• Manage Name Tags, Allergy Cards, Attendance lists</li> <li>• Detailed Job Aid filed with Secretary Tasks on WBN Laptop</li> </ul>	1-2 hours	
Day of Mmbr Mtg	Membership Meeting - Work Guest Registration Desk	<ul style="list-style-type: none"> <li>• Attend all Membership Meetings</li> <li>• Check in all Registered Guests &amp; collect payment as applicable &amp; provide receipts as requested</li> <li>• Promote Twoonie Talk</li> </ul>	5 hours	
Day After Mmbr Mtg	Re-Open Guest Registration	Detailed Job Aid filed with Secretary Tasks on WBN Laptop	5 minutes	
Day After Mmbr Mtg	Track Meeting Attendance	Use spreadsheet provided with Secretary Tasks on WBN Laptop to track & trend attendance to membership meetings	10 minutes	
Board Meeting	Attend & Manage Meeting Minutes	<ul style="list-style-type: none"> <li>• Obtain agenda from President</li> <li>• Obtain all reports from Board members as applicable</li> <li>• Draft meeting minutes &amp; provide to President for review &amp; edit within 2 business days</li> <li>• Distribute final meeting minutes with all applicable reports to Board Members within 1 week</li> <li>• See Policies &amp; Procedures for guidelines for taking effective minutes</li> </ul>	5-6 hours	
As Req'd	Update Admin Calendar	Update Calendar on Admin portion of Website with all RSVP dates & other important dates that are relevant to the board	5 minutes	
		<b>Monthly total</b>	<b>10-15 hrs</b>	



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Daily	June-June (12 mths)	Manage email	<ul style="list-style-type: none"> <li>Accountable for managing all email sent to <a href="mailto:secretary@womensbusinessnetwork.net">secretary@womensbusinessnetwork.net</a></li> <li>Respond to all email within 1 business day (Monday to Friday) except when legitimately unavailable</li> </ul>	<1 hr	
		Monitor WBN Hotline	<ul style="list-style-type: none"> <li>Check voicemail once each business day</li> <li>Respond to or forward to applicable board members, all WBN Hotline messages</li> <li>Manage any member calling directly with questions</li> </ul>	10 minutes	
			<b>Daily total</b>	<b>&lt;1 hr</b>	
Misc	While in Role	Keep Record of all WBN permanent records	<ul style="list-style-type: none"> <li>To be maintained on WBN laptop &amp; backed up &amp; stored in storage locker</li> <li>Laptop to be held by Secretary while in the position</li> <li>General "good care" of the laptop, PC Viewer &amp;/or other WBN equipment is required while in your position to protect the records of the WBN</li> </ul>	N/A	



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**Program Director**

<b>Required Skills</b>	<ul style="list-style-type: none"> <li>• Ability to meet timelines</li> <li>• Technical acumen &amp; proficiency with WBN Website</li> <li>• Negotiation Skills – to negotiate terms and conditions of contracts with speakers.</li> <li>• Developed knowledge of or connections with various business key note speakers that may be of interest to the WBN membership</li> <li>• Solid networking skills – Director is required to cultivate relationships with potential speakers 1-3 years out to ensure proactive planning for WBN Program</li> <li>• (I added this to General Descriptions for all board members)</li> </ul>
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Timeframe		Description	Sub-Task	Duration	Notes
Annual	June	Role Transfer to Predecessor	<ul style="list-style-type: none"> <li>• When your term has expired, prepared document(s) and files with all connections made with confirmed &amp;/or potential speakers to hand over to the incoming Program Director.</li> <li>• Include a copy of the previous years' budgets, contact information for each confirmed or potential speaker, background discussion notes and any other pertinent information regarding any speaker. Include all signed contracts for all previous years.</li> <li>• Provide survey &amp;/or any member feedback related to Trade Show to ensure we continue to meet member needs</li> <li>• Document and share results from any facilitated networking activities performed at the fall Networking Member Meeting – find new ways of facilitating and making networking comfortable for our members for these nights</li> </ul>	1-3 hrs	
	July-August	Annual Budget	Identify yearly budget for the director's role. Considerations; <ul style="list-style-type: none"> <li>• All speaker fees and negotiated accommodations, mileage &amp; other fees related to speaker (WBN typically pays for 1 nights stay at the Holiday Inn, mileage, speaker meal and 1 guest registration for the speaker)</li> <li>• Trade Show and all extra costs (meal cost covered in Meal</li> </ul>	1 hr	The Treasurer will facilitate the budget process with the entire board and establish requirements and timeline.



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Timeframe	Description	Sub-Task	Duration	Notes	
		budget) •			
	July-August	Update WBN Website	<ul style="list-style-type: none"> <li>Update Program Page with all Member events for the upcoming member year including known menu</li> <li>If menu is unknown, diarize a note to self to update when it is known to ensure website is completely updated and current</li> </ul>	1 hr	
		<b>Annual total</b>	<b>3-5 hrs</b>		
Monthly	Sept - June (10 mths)	Exhibitor Tables	<ul style="list-style-type: none"> <li>Work with Lisa Smith (<a href="mailto:L.Smith@fortisporproperties.com">L.Smith@fortisporproperties.com</a>) at the Holiday Inn for exhibitor table requirements each month</li> <li>3-4 weeks prior to each member meeting, work with Member Communications Director, arrange for an eBlast to the membership to solicit exhibitor tables prior to each Member meeting (excluding December, Trade Show and June)</li> <li>Manage all requests and ensure payment is received from each exhibitor via the Online Store prior to each Member Meeting</li> <li>Keep a record of all booked exhibitor tables, name of member, when paid and month booked and manage a wait list &amp;/or cancellations as appropriate</li> <li>Establish a layout each month so exhibitors know where to set up when they arrive each Member Meeting</li> </ul>	1-2 hrs	
	Sept – June	Member Meetings	<ul style="list-style-type: none"> <li>Contact speaker 3-6 weeks prior to event to confirm overnight accommodations, time of arrival, AV requirements, fee, unique requirements (i.e. table, flip chart, etc.) &amp; whether they are bringing a guest</li> <li>3-6 weeks prior to event, provide speaker information to both Member &amp; External Communications directors for newsletter and other marketing</li> <li>1 week prior, let Secretary know speaker name &amp; guest name to register prior to the event</li> <li>Confirm with Lisa Smith (<a href="mailto:L.Smith@fortisporproperties.com">L.Smith@fortisporproperties.com</a>) at the Holiday Inn overnight accommodations for speaker &amp;</li> </ul>	5 hrs	



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Timeframe	Description	Sub-Task	Duration	Notes
		guest <ul style="list-style-type: none"> <li>• Confirm with Treasurer if a cheque is required for speaker &amp;/or for travel &amp;/or accommodation</li> <li>• If there is a member who has a specific connection to the speaker, consider asking if they would like to introduce &amp;/or Thank the speaker and provide details to President for her agenda</li> <li>• Plan to be at the Member Meeting on time to meet the speaker &amp; to assist with exhibitor table set up (4pm – 4:30pm)</li> <li>•</li> </ul>		
June – June (12 mths)	Develop Program & Cultivate Relationships	<ul style="list-style-type: none"> <li>• Research potential speakers for Membership meetings that align with the WBN Vision &amp; Mission Statements</li> <li>• Cultivate relationships with potential speakers either to book for current or future WBN Program Years</li> <li>• Negotiate terms and contract including fees with each speaker keeping within established budgets and adhering to the WBN Procurement Policy. Obtain a signed contract for each speaker and keep as a record of the WBN.</li> <li>• Goal is to have entire speaker line-up in place and announced to the Membership or updated on the website by June or July of each year. The exception is the Year-End June finale which could wait to ensure a quality Keynote speaker and to build excitement within the membership.</li> <li>• Once speakers have been confirmed, work with the speaker to obtain a photo, bio, links to website &amp;/or YouTube video to be used on the Program section of our website. Also, provide all detail to our External Communications Director for marketing purposes</li> <li>• CONSIDERATIONS;               <ul style="list-style-type: none"> <li>○ Form a committee of volunteers from the Membership to assist with obtaining/researching potential speakers, developing content for facilitated Networking night &amp;/or assistance with</li> </ul> </li> </ul>	2-6 hrs	



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Timeframe		Description	Sub-Task	Duration	Notes
			tradeshow planning & execution <ul style="list-style-type: none"> <li>○ January speaker should live closer to Peterborough due to potential weather related risks associated to travel (less likely to cancel)</li> <li>○ Fall Networking Night (October or November) – approach 3 Members to share their own stories related to business success at the Member meeting; stories should be 5-7 minutes in length. Develop new ways to facilitate networking at the member meetings that align with our vision &amp; mission statements. Working with the President, develop an agenda for the evening at least 1 week in advance of the meeting</li> <li>○ Trade Show – view results from previous year's show &amp; find ways to improve or enhance the experience. Consider 20 exhibitors (17 8' tables &amp; 3 4' tables), 3 Member Speakers sharing expertise (not stories or selling)</li> <li>○ After networking night &amp; Trade Show, consider surveying the membership to understand what worked well and what could be improved – work with Internal Communications Director to determine best format for survey (Constant Contact or paper/manual)</li> </ul>		
			<b>Monthly total</b>	<b>8-13 hrs</b>	
Daily	June-June (12 mths)	Manage email	<ul style="list-style-type: none"> <li>• Accountable for managing all email sent to <a href="mailto:program@womensbusinessnetwork.net">program@womensbusinessnetwork.net</a></li> <li>• Respond to all email within 1 business day (Monday to Friday) except when legitimately unavailable</li> </ul>	<1 hr	
			<b>Daily total</b>	<b>&lt;1 hr</b>	

**NOTE** – This Program should be reviewed and confirmed with the current Board of Directors Annually at the Strategic Planning Meeting



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<b>Typical Annual Program</b>		<b>NOTES</b>
September	Exhibitor Tables in Garden Court Guest Speaker	<ul style="list-style-type: none"> <li>• Start planning for Networking Night, Trade Show and June event 2-4 months in advance to ensure adequate time to plan, prepare and market with other directors</li> <li>• Work closely with Lisa Smith of the Holiday Inn for set up of exhibitor tables and Trade Show plans</li> <li>• Consider gathering a committee of volunteers from the membership to assist with planning &amp; execution</li> <li>• Member Stories &amp; Speakers at Networking nights &amp; Trade Show – consider an eBlast or call out in our newsletter for members interested in participating. Where more volunteers than positions, consider a draw or board decision based on topic (ensure variety on topics)</li> <li>• <u>Trade Show;</u> <ul style="list-style-type: none"> <li>○ Set up AV in both Ballroom &amp; Garden Court for speakers</li> <li>○ Expect to arrive earlier to assist with set up (3pm)</li> </ul> </li> </ul>
October	Exhibitor Tables in Garden Court Guest Speaker	
November	Exhibitor Tables in Garden Court Facilitated Networking by board 3 Member “Stories”	
December	Holiday Gala – TBD by board	
January	Exhibitor Tables in Garden Court Guest Speaker	
February	Trade Show Including; Exhibitor Tables 3-4 Member Speakers	
March	Exhibitor Tables in Garden Court Guest Speaker	
April	Exhibitor Tables in Garden Court Guest Speaker	
May	Exhibitor Tables in Garden Court Guest Speaker	
June	Year-End Finale Keynote Speaker	



## Board of Directors Binder Job Descriptions

### Membership Director

<b>Required Skills</b>	<ul style="list-style-type: none"> <li>• Effective communication and networking skills               <ul style="list-style-type: none"> <li>○ Manage all Membership inquiries from potential, new and existing Members</li> <li>○ Make connections with guests and advocate for potential WBN membership</li> </ul> </li> <li>• Expert knowledge of all Member Benefits &amp; Policies</li> <li>• Solid organizational skills; ability to multi-task and keep an organized Member Registration table at member meetings</li> <li>• Ability to meet timelines</li> <li>• Technical acumen</li> </ul>
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Timeframe		Description	Sub-Task	Duration	Notes
Annual	July	Annual Budget	Identify yearly budget for the director's role. Considerations; <ul style="list-style-type: none"> <li>• Annual Member Gift</li> <li>• Member Name Tag Requirements (Ribbons, WBN logo 'button', name tags, etc.)</li> <li>• Previous year's budget</li> </ul>	1 hr	The Treasurer will facilitate the budget process with the entire board and establish requirements and timeline.
	July – September	Source Member Gift	<ul style="list-style-type: none"> <li>• Research &amp; source options for possible member gifts</li> <li>• Present different selections with pricing to board for vote.</li> <li>• Order member gift for late August delivery.</li> <li>• Distribute to all Members at September or October member meeting keeping close track of each member who has received a gift ensuring that all members receive a gift even if not in attendance</li> <li>• Distribute Member gift to all new members who join throughout the year</li> </ul>	4-5 hrs	
	December	Solicit Half-Year Memberships	<ul style="list-style-type: none"> <li>• Contact (email) Guests who have attended in current membership year and any other woman who has asked for Membership Information and provide information about half-year membership availability</li> </ul>	1 hr	
				<b>Annual total</b>	<b>6-7 hrs</b>
M	Monday	Order badges	<ul style="list-style-type: none"> <li>• Print off the RSVP list to the dinner.</li> </ul>	0.5 hrs	





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Timeframe		Description	Sub-Task	Duration	Notes
	before monthly meeting		<ul style="list-style-type: none"> <li>Go through the badges to ensure members that have RSVP have a badge</li> <li>Make a note of all the people that do not have a badge and place appropriate order with "Trophy Connection" <a href="mailto:trophy1@cogeco.ca">trophy1@cogeco.ca</a> for replacements adhering to the WBN Procurement Policy</li> <li>Track as appropriate at member meetings</li> </ul>		
	Monday before monthly meeting	Table # Tags	<ul style="list-style-type: none"> <li>After the Secretary sends out the list of tables at the dinner, ensure there are enough table # tags for the dinner</li> <li>Keep in mind that Members like to sit with their invited Guests so have some 'like' tag numbers ready for distribution if asked</li> <li>Replace as needed</li> <li>Remove 1 tag number for each table for Board Member &amp; networking facilitator seat assignments</li> <li>Work with Program Director to understand how many people will be sitting at table #1 and adjust the number of tags accordingly</li> <li>Make a seating plan for facilitators and email facilitators with the assignments</li> </ul>	0.5 hrs	
	Monthly Member Meeting	Registration Table	<ul style="list-style-type: none"> <li>Set up membership table one hour before general meeting.</li> <li>Manage Member Registration table ensuring all members receive their name tag and table tag number</li> <li>Provide a seating plan to a volunteer or board member, to place Facilitator an Board member tent cards on appropriate tables</li> <li>Liaise with member greeters on any specific requirements for the evening</li> <li>Facilitate the introductions of buddies and guests for the evening.</li> <li>Keep attendance and provide to Secretary for tracking</li> <li>After meeting collect all member badges left at the meeting and reorganize in preparation for next meeting</li> </ul>	2 hrs	



## Board of Directors Binder Job Descriptions

Timeframe		Description	Sub-Task	Duration	Notes
	As Required for Monthly Meeting	Mentorship Program & Guest "Buddies"	<ul style="list-style-type: none"> <li>Promote the Mentorship Program with newer members</li> <li>Facilitate the Mentorship Program by pairing Mentors and Mentees and providing support as required</li> <li>Facilitate member volunteers to act as a "buddy" for guests who request one. Buddies should be familiar with WBN Membership Benefits and make guests feel welcome and comfortable</li> <li>Track guests requesting WBN information and buddies for use in strategic planning eg. how many become member or emailing to promote half-year memberships</li> </ul>	1-3 hrs	
	As Required	Member Registration Assistance	<ul style="list-style-type: none"> <li>Assist members with the registration process when asked</li> <li>Familiarize yourself with the admin panel of the WBN website and understand how member records can be managed as required to assist members</li> <li>View empty member profiles on a regular basis and connect with those members to explain the value of member profiles in our database</li> </ul>	1 hr	
	Prior to Board Meeting	Membership Stats	<ul style="list-style-type: none"> <li>Prepare a report to present to the board with current membership stats (how many members, new members etc.)</li> <li>Provide to President to be included with the agenda</li> </ul>	< 1 hr	
			<b>Monthly total</b>	<b>6-8 hrs</b>	
Daily	June-June (12 mths)	Manage email	<ul style="list-style-type: none"> <li>Accountable for managing all email sent to <a href="mailto:membership@womensbusinessnetwork.net">membership@womensbusinessnetwork.net</a></li> <li>Respond to all email within 1 business day (Monday to Friday) except when legitimately unavailable</li> </ul>	<1 hr	
			<b>Daily total</b>	<b>&lt;1 hr</b>	



## Board of Directors Binder Job Descriptions

### Director at Large

<b>Required Skills</b>	<ul style="list-style-type: none"> <li>• Ability to act as a WBN Ombudsperson (See <i>Procedures</i> for Role Guidelines)</li> <li>• Effective Communication Skills; diplomacy, integrity, impartial</li> <li>• Flexibility – this role is dynamic and accountabilities can change based on the needs of the organization at a point in time</li> <li>• Ability to follow a schedule &amp; meet timelines</li> <li>• Technical acumen</li> </ul>
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Timeframe		Description	Sub-Task	Duration	Notes
Annually	June	WBN Merchandise Inventory	<ul style="list-style-type: none"> <li>• Count inventory in storage locker for year-end.</li> <li>• Balance cash receipts &amp; forward profits to Treasurer.</li> </ul>	2 hrs	
	June – July	Annual Budget	Identify yearly budget for the director's role. Considerations; <ul style="list-style-type: none"> <li>• Previous year's plan vs. budget</li> <li>• WBN Merchandise</li> <li>• Member Gift</li> <li>• Speaker Gifts (see below)</li> </ul>	1 hr	The Treasurer will facilitate the budget process with the entire board & establish requirements & timeline.
	Early August	Spotlight	<ul style="list-style-type: none"> <li>• Get Spotlight application on website.</li> <li>• Arrange for an eBlast with the Member Communications Director to solicit applications.</li> </ul>	2 hrs	
	Mid-Late August	Spotlight	<ul style="list-style-type: none"> <li>• Manage all incoming Spotlight applications and questions</li> <li>• Determine Spotlight hosts &amp; schedule; if more requests than spots a draw must take place.</li> <li>• Inform "winners" of their date to be hostess &amp; forward copy of "Spotlight Best Practices" (found in <i>Policies &amp; Procedures</i>)</li> <li>• Get description for each and input on the WBN website.</li> <li>• Confirm with Treasurer that payment of fees for all Spotlight hostesses has been made within a few weeks of awarding spots.</li> </ul>	4 hrs	2012 took extra long due to new software program & product.



**Board of Directors Binder**  
**Job Descriptions**

Timeframe		Description	Sub-Task	Duration	Notes
	September	Insurance	<ul style="list-style-type: none"> <li>Check with current insurance provider &amp; President to determine requires for RFQ before November renewal</li> <li>Once Insurance renewal arrangements have been confirmed, invite Insurance Broker to come to a board meeting to explain policy to all board members</li> </ul>	1 hr	
	November	Past member exit survey	<ul style="list-style-type: none"> <li>Working with Membership Director, determine requirements for a Past Member Exit Survey comparing survey questions &amp; results from previous years</li> <li>Compile &amp; email survey to past members. Take results &amp; report to Board of Directors meeting for consideration.</li> </ul>	3 hrs	
	June – June (12 Mths)	Support Board of Directors	Per Constitution, By-law 6.8; <ol style="list-style-type: none"> <li>Support the other Directors, and the Board as a whole, as directed by the President.</li> <li>To act as Ombudsperson(s) for the membership and to bring to the board any questions pertaining to the WBN Code of Conduct. In the event there is only one Director at Large in any given membership year the existing Director at Large will work along with one other board member (to be determined at the August board meeting) to act as co-Ombudsperson</li> </ol>	As Req'd	
	Fall & Spring	December & June Member Meeting Events	<ul style="list-style-type: none"> <li>Assist Program Director with the planning and coordination of the December and June Member Meeting events as decided by the board each year</li> </ul>	5-10 hrs	
			<b>Annual total</b>	<b>20-26 hrs</b>	
Monthly	1 <sup>st</sup> Wed	Member Meeting Speaker Gift	<ul style="list-style-type: none"> <li>Arrange for the appropriate 'Thank You' token as approved by the board for each Speaker (i.e. card, gift, branded merchandise, etc.)</li> </ul>	1 hrs	
	Throughout the month	Business Spotlight	<ul style="list-style-type: none"> <li>2-3 weeks prior to the event, obtain appropriate Special Event permit &amp; Liability insurance copies from the host.</li> <li>Prior to event, contact spotlight host to confirm eBlast content. Make suggestions as appropriate. Provide eBlast content to Member Communications Director for scheduling</li> </ul>	2-3 hrs	



**Board of Directors Binder**  
**Job Descriptions**

Timeframe		Description	Sub-Task	Duration	Notes
			<ul style="list-style-type: none"> <li>• At the event, Thank Spotlight hostess publically.</li> <li>• Follow-up call with the hostess to evaluate the event's success.</li> <li>• Remind next month's Spotlight Host their copy will be live on the members' site right after this month's Spotlight. Check to see if they want any changes made –to encourage attendance</li> <li>• Following each Spotlight, provide the Communications Director with a written report which she will include in the Monthly Newsletter</li> <li>• Attend each Spotlight Event</li> </ul>		
			<b>Monthly total</b>	<b>3-4 hrs</b>	
Daily	June-June (12 mths)	Manage email	<ul style="list-style-type: none"> <li>• Accountable for managing all email sent to <a href="mailto:director@womensbusinessnetwork.net">director@womensbusinessnetwork.net</a></li> <li>• Respond to all email within 1 business day (Monday to Friday) except when legitimately unavailable</li> </ul>	<1 hr	
			<b>Daily total</b>	<b>&lt;1 hr</b>	



**Board of Directors Binder**  
**Job Descriptions**

**Member Communications (Internal) Director**

<b>Required Skills</b>	<ul style="list-style-type: none"> <li>• Experience and expertise using newsletter software (preferably Constant Contact) is an asset</li> <li>• Comfort writing newsletter content</li> <li>• Proof reading and attention to detail</li> <li>• Ability to meet timelines</li> <li>• Technical acumen</li> </ul>
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Timeframe		Description	Sub-Task	Duration	Notes
Annual		Annual Budget	Identify yearly budget for the director's role. Considerations; <ul style="list-style-type: none"> <li>• Publication tool(s) associated cost</li> <li>• Revenue from ads</li> <li>• Technical development required to support changes to newsletter if applicable</li> <li>• Receiving payments and communicating with treasurer</li> <li>• Pro-rate ads in store each month (ongoing)</li> </ul>	2-3 hr	The Treasurer will facilitate the budget process with the entire board and establish requirements and timeline.
	June-July	Newsletter Business Card Ads	<ul style="list-style-type: none"> <li>• Develop pricing structure for ads</li> <li>• Promote all newsletter ad opportunities through newsletters and eBlasts to current and previous years membership</li> <li>• Enter ads into the WBN online store</li> <li>• Manage all inquiries</li> <li>• Confirm all ads on a first come first served basis and maintain a waiting list for extras</li> <li>• Answer questions about ads</li> <li>• Enter purchased ads into appropriate newsletter and eblast and link to website (check each month)</li> <li>• Ensure payment of ads prior to publishing</li> </ul>	15 hrs	
			<b>Annual total</b>		<b>17-18 hrs</b>
M	August –	Produce Newsletter	Collect Content; <ul style="list-style-type: none"> <li>• Speaker information from website</li> </ul>	6-8 hrs	



**Board of Directors Binder**  
**Job Descriptions**

Timeframe	Description	Sub-Task	Duration	Notes
June	<b><i>Publish on the 3<sup>rd</sup> Thursday or Friday of every month after each board meeting</i></b>	<ul style="list-style-type: none"> <li>• President's Message</li> <li>• Member news and community events as captured on website and link to the member's website</li> <li>• Door Prize Donor list from Program Director and link to WBN profile</li> <li>• Editorial – whenever contributed by a member</li> <li>• "What's New from your Board" – ask board members monthly at board meeting for topic and who will write/provide</li> <li>• Collect "next months" Spotlight information from website</li> <li>• Collect "past months" Spotlight information from Director at Large</li> <li>• Additional content – pictures, quotes videos etc.</li> <li>• Write Business Tips section</li> <li>• Collect poll ideas and create a new poll each month</li> <li>• Add social media links</li> <li>• Collect new member lists from Membership Director and link to WBN profile</li> </ul> <p>Layout Newsletter</p> <ul style="list-style-type: none"> <li>• Layout all content in newsletter using current WBN branding</li> </ul> <p>Have each newsletter reviewed, edited and approved by board members and President before sending to membership</p>		
August – June	Mail List	<p>Mailing</p> <ul style="list-style-type: none"> <li>• Upload and manage the mailing list – linking between website and newsletter – including members and corporate alternates</li> <li>• Send newsletter to all current members (and past members in August and September) - following all newsletter and WBN policies</li> <li>• Enter schedule for mailings into the Board calendar</li> </ul>	<1 hr	Plan for 2-3 hours for initial set up



**Board of Directors Binder**  
**Job Descriptions**

Timeframe		Description	Sub-Task	Duration	Notes
	June-June (12 mths)	Member eBlasts	<ul style="list-style-type: none"> <li>Write required content following recommended templates (below)</li> <li>Collect information from Program, Directors at Large</li> <li>Schedule eBlasts per recommended schedule (below)</li> </ul>	5-6 hrs	
			<b>Monthly total</b>	<b>12-15 hrs</b>	
Daily	June-June (12 mths)	Manage email	<ul style="list-style-type: none"> <li>Accountable for managing all email sent to <a href="mailto:newsletter@womensbusinessnetwork.net">newsletter@womensbusinessnetwork.net</a></li> <li>Respond to all email within 1 business day (Monday to Friday) except when legitimately unavailable</li> <li>Forward email to another board member when necessary</li> </ul>	<1 hr	
			<b>Daily total</b>	<b>&lt;1 hr</b>	

**eBlast Best Practices**

- It is recommended that eBlasts are scheduled for 10am or 2 pm
- Limit Member eBlasts to;
  - No more than one per day
  - No more than 3 per week
  - Avoid duplication with RSVP eBlasts sent by Secretary

**eBlast Schedule**

When	Title	Description	Template
Early August	Call for Business Spotlight Hosts	Working with the Director(s) at Large, arrange for a Member only communication soliciting Business Spotlight applications	<ul style="list-style-type: none"> <li>To be determined while working with Director(s) at Large</li> </ul>
Friday After all Member Meetings	WBN Member News	A general communication meant to remind members of important events, speakers, deadlines etc.	<ul style="list-style-type: none"> <li>Recap of previous Speaker</li> <li>Thank volunteers</li> <li>Introduce next months events</li> <li>Member Opportunities if applicable (e.g. volunteer)</li> <li>Re-post the Poll from the newsletter</li> </ul>





**Board of Directors Binder**  
**Job Descriptions**

Monday Before Spotlight	WBN Business Spotlight	Content to be provided by Director at Large who obtains from Spotlight hostess	<ul style="list-style-type: none"> <li>• Use information as included on the website</li> <li>• Add map to location</li> <li>• Receive and place banner ad from host</li> <li>• Create a RSVP link (a poll)</li> <li>• Report numbers to Director at Large</li> <li>• Add an image if available</li> </ul>
Wednesday of Spotlight Event	WBN Business Spotlight TONIGHT	Use same content as Monday Spotlight eBlast Changing the date	<ul style="list-style-type: none"> <li>• Same as above</li> </ul>
3 and 2 Weeks Prior to Member Meeting Typically Tuesday or Friday work with Program Director to determine need	Exhibitor Tables	Call for exhibitor tables	<ul style="list-style-type: none"> <li>• To be determined while working with Program Director</li> <li>• List people who had a table the previous month with a link to their WBN profile page</li> <li>• Add an image if available</li> </ul>
March and April As Required	Annual General Meeting	Working with President determine content and schedule for eBlasts If Constitutional Changes are being made, communication of proposed changes is required 60 days prior AGM	<ul style="list-style-type: none"> <li>• To be determined while working with President</li> </ul>
Additional eBlasts as Required	Varies	eBlasts are used as a marketing and communication tool to our Membership and the board may determine a need above what is already schedule. Work with board members to develop content and schedule as required following best practices	<ul style="list-style-type: none"> <li>• To be determined as required</li> </ul>



**Board of Directors Binder**  
**Job Descriptions**

**External Communications (Publicity) Director**

<b>Required Skills</b>	<ul style="list-style-type: none"> <li>• Ability to write content representing the WBN in a professional manner</li> <li>• Effective Communication Skills, oral and written</li> <li>• Act as the Public Relations Office representing the WBN</li> <li>• Experience in external marketing an asset</li> <li>• Well versed and expert in Social Media including Facebook, Twitter &amp; YouTube</li> <li>• Ability to follow a schedule and meet timelines</li> <li>• Technical acumen</li> <li>• Constant Contact expert</li> <li>• Able to review, understand and present Social Media &amp; Website Measures with the intent to continuously improve Online Engagement to meet our WBN Goals</li> </ul>
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Timeframe		Description	Sub-Task	Duration	Notes
Annual	June-July	Brochure / Rack Card Review	<ul style="list-style-type: none"> <li>• Working with the Membership Director,review existing rack card for accuracy and make recommendations for improvement if required</li> <li>• Determine current inventory and if a re-order is required</li> <li>• Ensure that all board members have an inventory of rack cards to use at their discretion to promote the WBN in the community</li> <li>• Publish/update on website as appropriate</li> </ul>	1 hr	
		Miscellaneous Design & Marketing Requirements	<ul style="list-style-type: none"> <li>• Occasionally design &amp; print table tents, cards etc. for other events that the WBN is involved in.</li> <li>• Examples include WBN Member tent cards for Chamber Prosperity Show, Board Member Tent Cards for general meetings, marketing material for any WBN sponsored events/gifts etc.</li> </ul>	2-6 hrs	
		Develop a Marketing Strategy & Plan	<ul style="list-style-type: none"> <li>• Develop a media plan including 'who, how, where, when' marketing is to occur throughout the year (print, radio, etc.)</li> <li>• Plan can be flexible throughout the year</li> </ul>	2-4 hrs	



**Board of Directors Binder**  
**Job Descriptions**

Timeframe		Description	Sub-Task	Duration	Notes
			<ul style="list-style-type: none"> <li>• Include Social Media and Press Release Plans</li> <li>• Consider Contra Agreements (i.e. Chamber of Commerce), Business Advantage Magazine coverage in September and Peterborough Today coverage in November</li> </ul>		
		Annual Budget	Identify yearly budget for the director's role. Considerations; <ul style="list-style-type: none"> <li>• Previous year's plan vs. budget</li> <li>• Contra Agreements (i.e. Chamber of Commerce)</li> <li>• Marketing Plan and costs associated to marketing</li> <li>• Solicit various media outlets for rates &amp; deals</li> <li>• Brochure &amp;/or Tent Card Requirements (see above)</li> </ul>	1 hr	The Treasurer will facilitate the budget process with the entire board and establish requirements and timeline.
	August 1 <sup>st</sup> – 15 <sup>th</sup>	Promote Early Bird Cutoff Date	<ul style="list-style-type: none"> <li>• Develop &amp; execute a communication/marketing strategy to encourage Early Bird Registration prior to cutoff date.</li> </ul>	2 hrs	
	July & August	Business Advantage Magazine Coverage	<ul style="list-style-type: none"> <li>• Working with President, fulfill requirements for Business Advantage Magazine coverage</li> <li>• Considerations;               <ul style="list-style-type: none"> <li>○ Author and key content</li> <li>○ Photo's</li> <li>○ Layout</li> </ul> </li> </ul>	1 hrs	
	June – June (12 mths)	Act as Public Relations Officer	Per Constitution, By-law 6.3.2; "Act as the Public Relations Officer to advance the interests and promote the welfare of the Network"	As Req'd	
			<b>Annual total</b>	<b>9-16 hrs</b>	
Monthly	June-June (12 mnths)	Execute Marketing Plan	<ul style="list-style-type: none"> <li>• Execute on Marketing plan as established in July</li> <li>• Adjust plan as required</li> <li>• Update board monthly on marketing plan</li> <li>• President, Vice President or Past President to review and approve all final copy before publication</li> </ul>	1 hrs	
		Social Media	<ul style="list-style-type: none"> <li>• Act as the primary social media publisher for the WBN</li> <li>• Adhere to the established WBN Social Media Policy</li> </ul>	3 hrs	



**Board of Directors Binder**  
**Job Descriptions**

Timeframe	Description	Sub-Task	Duration	Notes
		<ul style="list-style-type: none"> <li>• President and Member Communications Director will also have access to all Social Media sites and will be accountable for login ids &amp; passwords including resetting passwords with new board members</li> <li>• Buy and Manage appropriate &amp; approved Facebook Ads to help sell out our monthly events, adhering to the WBN Procurement Policy and By-Law 10 in the WBN Constitution</li> <li>• Promote upcoming events</li> <li>• Celebrate during Members' meetings</li> <li>• Post using our WBN Keywords</li> <li>• Bring the Measures to each of our Board Meetings</li> <li>• WBN Social Media includes;               <ul style="list-style-type: none"> <li>○ Twitter (@wbntbo)</li> <li>○ Facebook (/wbntbo)</li> <li>○ LinkedIn Group</li> </ul> </li> </ul>		
	Press Releases	<ul style="list-style-type: none"> <li>• Write all content</li> <li>• Consider the following throughout the year;               <ul style="list-style-type: none"> <li>○ Public Service Announcements;                   <ul style="list-style-type: none"> <li>▪ One month in advance</li> <li>▪ Upcoming speaker information with date, time and location</li> </ul> </li> <li>○ Press Advisory                   <ul style="list-style-type: none"> <li>▪ 10 days in advance of speaker event</li> <li>▪ Speaker information with date, time and location</li> </ul> </li> <li>○ Press Release                   <ul style="list-style-type: none"> <li>▪ Using the recommended schedule and suggested content (below)</li> </ul> </li> </ul> </li> <li>• Distribute to all media outlets in the Peterborough area – use recommended media below</li> <li>• Upload all press releases to the WBN website</li> </ul>	1 hr	
	Website <u>Home</u> Page Updates	Update home page as appropriate;	1 hr	



## Board of Directors Binder Job Descriptions

Timeframe	Description	Sub-Task	Duration	Notes	
		<ul style="list-style-type: none"> <li>Holiday Gala &amp; Auction</li> <li>Dragon Boat before &amp; after</li> <li>Big name speakers or events</li> </ul>			
September – June	Photos	<ul style="list-style-type: none"> <li>Take photos at all WBN Member events using the WBN camera or a personal camera of choice</li> <li>Publish on WBN Facebook page within 1 business day of each event</li> </ul>	1 hr		
June – June (12 months)	eNewsLetter	<ul style="list-style-type: none"> <li>External eNewsletter</li> <li>Help Member Communications Director with eNewsletter and Ad program</li> </ul>	1 hr		
June – June (12 months)	YouTube Channel Management and Material	<ul style="list-style-type: none"> <li>Coordinate materials for our WBN YouTube Channel.</li> <li>Materials to be repurposed as required for the internal and external eNewsletters, for Social Media and the website.</li> </ul>	3 hr		
		<b>Monthly total</b>	<b>11 hrs</b>		
Daily	June-June (12 mths)	Manage email	<ul style="list-style-type: none"> <li>Accountable for managing all email sent to <a href="mailto:publicity@womensbusinessnetwork.net">publicity@womensbusinessnetwork.net</a></li> <li>Respond to all email within 1 business day (Monday to Friday) except when legitimately unavailable</li> </ul>	<1 hr	
		<b>Daily total</b>	<b>&lt;1 hr</b>		

### Press Release Best Practices

- Send Press Releases out 10 days in advance to allow media ample time to schedule attendance
- Do not give too much away (i.e. don't tell the full story) so as to entice media presence for photo and interview opportunities
- Include text, images and video whenever possible.



## Board of Directors Binder Job Descriptions

<ul style="list-style-type: none"> <li>• <b><u>Press Release Media List</u></b></li> <li>• Peterborough Examiner</li> <li>• Peterborough This Week</li> <li>• SNAP</li> <li>• KawarthaNow.com (<a href="mailto:EDITOR@kawarthanow.com">EDITOR@kawarthanow.com</a>)</li> </ul>	<ul style="list-style-type: none"> <li>• myKawartha.com</li> <li>• CHEX TV</li> <li>• Cogeco</li> <li>• Radio Stations (4 major stations)</li> <li>• Trent University</li> </ul>	<ul style="list-style-type: none"> <li>• Fleming College</li> <li>• PTBO_Canada</li> <li>• Chamber</li> <li>• GPAEDC</li> </ul>
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### **Press Release Schedule**

<b>When</b>	<b>Title</b>	<b>Description</b>	<b>Suggested Content</b>
Before Each Key Note Speaker	Women's Business Network Welcomes <keynote speaker>	Raise awareness and excitement about who the WBN is hosting in our community.	<ul style="list-style-type: none"> <li>• Date, Time, Location</li> <li>• Keynote speaker bio, photo, &amp; video</li> <li>• Best time for media photos &amp;/or interviews (only if keynote has agreed to interviews)</li> <li>• Contact information; Program Director name, phone number and <a href="mailto:program@womensbusinessnetwork.net">program@womensbusinessnetwork.net</a> email</li> </ul>
Before Holiday Gala & Auction	Women's Business Network Hosts <x> Annual Holiday Auction in support of Crossroad's Women's Shelter	Raise awareness about WBN's community giving and continued support of YWCA's Crossroad's Women's Shelter	<ul style="list-style-type: none"> <li>• Date, Time, Location</li> <li>• Purpose of the Event</li> <li>• Exciting Live Auction Items</li> <li>• Best time for media photos &amp;/or interviews</li> <li>• Contact information; Program Director name, phone number and <a href="mailto:program@womensbusinessnetwork.net">program@womensbusinessnetwork.net</a> email</li> </ul>
Before January Member Meeting	Women's Business Network Cheque Presentation to YWCA's Crossroads Women's Shelter	To announce the date, time, location of the cheque presentation to YWCA for photo & interview opportunities	<ul style="list-style-type: none"> <li>• Date, Time &amp; location of Cheque presentation</li> <li>• Background on WBN's contribution to YWCA's Crossroad's Shelter</li> <li>• A summary of the event held in December</li> <li>• <b>Note:</b> Do not include total dollar amount until after event to encourage media presence at event</li> <li>• Best time for media photos &amp;/or interviews</li> <li>• Contact information; President Director name, phone number and <a href="mailto:president@womensbusinessnetwork.net">president@womensbusinessnetwork.net</a> email</li> </ul>



**Board of Directors Binder**  
**Job Descriptions**

<b>When</b>	<b>Title</b>	<b>Description</b>	<b>Suggested Content</b>
After January Member Meeting	Women's Business Network Raises <\$x> for YWCA's Crossroads Women's Shelter	To announce the dollars raise and the cheque presentation to YWCA the previous night	<ul style="list-style-type: none"> <li>• Same as above, but announcing how much the Cheque presentation was for</li> <li>• Photo's</li> <li>• Include the total contribution to date the WBN has made to the Crossroads Shelter</li> </ul>
Before May Member Meeting	Women's Business Network to Announce their Member of the year	To announce the date, time and location that the WBN Member of the Year will be named	<ul style="list-style-type: none"> <li>• Date, Time &amp; location of Announcement</li> <li>• Background and details of the award and the nomination process</li> <li>• Best time for media photos &amp;/or interviews</li> <li>• Contact information; President Director name, phone number and <a href="mailto:president@womensbusinessnetwok.net">president@womensbusinessnetwok.net</a> email</li> </ul>
After May Member Meeting	<Name> Wins Women's Business Network Member of the Year	To announce the WBN Member of the Year Winner	<ul style="list-style-type: none"> <li>• Same as above but updated to announce the winner of the award</li> <li>• Photo's</li> <li>• Contact information; President Director name, phone number and <a href="mailto:president@womensbusinessnetwok.net">president@womensbusinessnetwok.net</a> email</li> </ul>



**Board of Directors Binder**  
**Job Descriptions**

**Social Director**

<b>Required Skills</b>	<ul style="list-style-type: none"> <li>• Large event planning experience an asset</li> <li>• Ability to lead a team of volunteers to coordinate tasks and deadlines with multiple and dynamic priorities</li> <li>• Ability to source and negotiate various suppliers required to make events successful and on budget</li> <li>• Ability to meet timelines</li> <li>• Technical acumen</li> </ul>
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Timeframe		Description	Sub-Task	Duration	Notes
Annual	July	Annual Budget	Identify yearly budget for the director's role. Considerations; <ul style="list-style-type: none"> <li>• Number of events through the year</li> <li>• Nature and scope of each event</li> <li>• Strategic Planning session outcomes</li> <li>• Location of each event (liaise with President for any event at the Holiday Inn)</li> </ul>	2 hrs	The Treasurer will facilitate the budget process with the entire board and establish requirements and timeline.
	August	Event Planning	<ul style="list-style-type: none"> <li>• Scout potential venues for December Event</li> <li>• Start work with Program Director for June Speaker</li> <li>• Have list(s) ready for August board meeting discussion &amp;/or approval</li> </ul>	2.5 hrs	
	September	December Event	<ul style="list-style-type: none"> <li>• Secure venue for event               <ul style="list-style-type: none"> <li>○ Inform Treasurer of any deposits required</li> </ul> </li> <li>• Start to form volunteer support team from Membership</li> <li>• If doing an Auction;               <ul style="list-style-type: none"> <li>○ secure auction item drop off locations</li> <li>○ meet with YWCA to determine roles and responsibilities</li> </ul> </li> <li>• See Procedures for additional information</li> </ul>	2 hrs	
	October	December Event	<ul style="list-style-type: none"> <li>• Working with Member Communications &amp; External Communications directors prepare communication content and schedule (website, newsletter, social media, press releases, etc.)</li> <li>• Secure entertainment, any technical needs and décor</li> </ul>	3.5 hrs	





**Board of Directors Binder**  
**Job Descriptions**

Timeframe	Description	Sub-Task	Duration	Notes
		<ul style="list-style-type: none"> <li>needs</li> <li>Confer with volunteer support team on upcoming tasks and due dates</li> </ul>		
November	December Event	<ul style="list-style-type: none"> <li>Working with Secretary, confirm final numbers of attendees and dietary needs/restrictions</li> <li>Work with other Directors on roles for the day of the event</li> <li>Ensure all supplies required are purchased and receipts submitted to Treasurer</li> <li>Working with External Communications Director, finalize all print materials for event</li> </ul>	6-8 hrs	
December	December Event	<ul style="list-style-type: none"> <li>Host event and oversee activity to ensure adherence to plan</li> <li>Thank volunteers/sponsors/suppliers etc.</li> <li>Working with Treasurer, event suppliers, YWCA etc. to wrap up financials</li> <li>See Procedures for Auction Prep Notes</li> </ul>	10-15 hrs	
January	December Event Wrap Up	<ul style="list-style-type: none"> <li>Work with Treasurer to determine financial totals in preparation for announcement</li> <li>Working with External Communications and Internal Communications Directors as well as President, determine approach for announcing proceeds and cheque presentation</li> <li>If hosting an auction, compile and deliver all auction sheets to YWCA for charitable tax receipts</li> </ul>	2 hrs	
February	Event Planning	<ul style="list-style-type: none"> <li>Scout potential venues for June Event</li> <li>Working with Program Director, determine event details</li> <li>Have list(s) ready for February board meeting discussion &amp;/or approval</li> </ul>	2.5 hrs	
March	June Event	<ul style="list-style-type: none"> <li>Secure venue for event               <ul style="list-style-type: none"> <li>Inform Treasurer of any deposits required</li> </ul> </li> <li>Start to form volunteer support team from Membership if necessary</li> </ul>	2 hrs	
April	June Event	<ul style="list-style-type: none"> <li>Working with Member Communications, External Communications and Program directors prepare</li> </ul>	3.5 hrs	

**Board of Directors Binder**  
**Job Descriptions**

Timeframe	Description	Sub-Task	Duration	Notes
		<ul style="list-style-type: none"> <li>communication content and schedule (website, newsletter, social media, press releases, etc.)</li> <li>Secure entertainment, any technical needs and décor needs</li> <li>Confer with volunteer support team on upcoming tasks and due dates</li> </ul>		
May	June Event	<ul style="list-style-type: none"> <li>Working with Secretary, confirm final numbers of attendees and dietary needs/restrictions</li> <li>Ensure all supplies required are purchased and receipts submitted to Treasurer</li> </ul>	1-3 hrs	
June	Succession Planning	<ul style="list-style-type: none"> <li>If outgoing from role, ensure all procedures are well documented and updated in board binder (working with Past-President)</li> <li>Review all procedures and train incoming Social Director</li> </ul>	1-3 hrs	
		<b>Annual total</b>	<b>38-50 hrs</b>	
Daily	June-June (12 mths)	Manage email		
		<ul style="list-style-type: none"> <li>Accountable for managing all email sent to <a href="mailto:social@womensbusinessnetwork.net">social@womensbusinessnetwork.net</a></li> <li>Respond to all email within 1 business day (Monday to Friday) except when legitimately unavailable</li> </ul>	<1 hr	
		<b>Daily total</b>	<b>&lt;1 hr</b>	



**Board of Directors Binder**  
**Job Descriptions**

**Strategic Planning Director**

<b>Required Skills</b>	<ul style="list-style-type: none"> <li>• Ability to meet timelines</li> <li>• Technical acumen</li> <li>• Strong organizational skills – ability to be flexible in an ever-changing environment with shifting priorities</li> <li>• Proven Strategic Planning experience;             <ul style="list-style-type: none"> <li>○ Assess current landscape (market research internally &amp; externally)</li> <li>○ Ability to develop, implement and track progress of a Strategic Plan for the WBN</li> <li>○ Be a visionary with focus on WBN Vision &amp; Mission Statements as the guiding principle for all decision making</li> </ul> </li> <li>• Facilitation Leadership – accountable to lead the board through 1-2 facilitated strategic planning ‘retreats’</li> </ul>
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Timeframe		Description	Sub-Task	Duration	Notes
Annual	June-July	Yearly Assessment	Working with the previous year’s ‘strategic objectives & tactics worksheets’ and the results from the annual SP day, assess the situation for the year.	5 hrs	
	June	Succession Planning / Development of Strategic Planning Process	Using what has been developed from previous Strategic Planning Directors, create a step-by-step process for the next person in role (binder) or for yourself as incumbent to the role including documenting all resource material and process used to date. Considerations; <ul style="list-style-type: none"> <li>• Yearly Assessment (above)</li> <li>• Board Retreats – how many &amp; timing</li> <li>• Presentations or updates to the board – frequency &amp; approach</li> </ul>	10 hrs	
	July-August	Annual Budget	Identify yearly budget for the director’s role. Considerations; <ul style="list-style-type: none"> <li>• Strategic Planning ‘Retreats’</li> </ul>	1 hr	The Treasurer will facilitate the budget process with the entire board and establish requirements and timeline.



**Board of Directors Binder**  
**Job Descriptions**

<b>Timeframe</b>	<b>Description</b>	<b>Sub-Task</b>	<b>Duration</b>	<b>Notes</b>
December-January	2 <sup>nd</sup> Annual Planning Session	<ul style="list-style-type: none"> <li>• Plan and schedule 2<sup>nd</sup> planning day with the board for January</li> <li>• Facilitate the planning day and consider;               <ul style="list-style-type: none"> <li>○ Existing plan &amp; results</li> <li>○ Adjustments to the plan based on new issues/items arising, changes in WBN priority, etc.</li> <li>○ Establish a process to establish strategic priorities and focus areas for the board</li> </ul> </li> </ul>	8 hrs	
March	Member Survey	<p>Using previous year's survey as a model, prepare questions, set up survey, send out to membership, monitor results, help with member questions, close survey, tabulate results, prepare final report, present to board.</p> <p>Use to assist with formulating agenda for June Strategic Planning Retreat</p>	10-12 hrs	
June (end of year)	Board Retreat/Annual Planning Session	<p>Working with President and Vice-President, plan for the annual Board session with both the current and incoming board members to review activities and plan for the future:</p> <ul style="list-style-type: none"> <li>• Identity objective</li> <li>• Create agenda</li> <li>• Book date &amp; location</li> <li>• Communicate with board about session</li> <li>• Info gathering survey of board</li> <li>• Develop activities, exercises, and/or worksheets needed</li> <li>• Develop PowerPoint &amp;/or other material required for session</li> </ul> <p>Plan &amp; facilitate Board Retreat</p>	10-15 hrs	
	Board Retreat/Annual Planning Session Results	<p>Do follow up work to session (tabulate results, update SP binder and objectives list, identify new initiatives)</p> <ul style="list-style-type: none"> <li>• Update the 'SP Objectives worksheet' (steps 2-3 of the SP model) (15-24 objectives)</li> <li>• Complete the 'ST tactics worksheet' (steps 4-5 of the SP model)</li> </ul>	4-6 hrs	
		<b>Annual total</b>	<b>48-57 hrs</b>	



**Board of Directors Binder**  
**Job Descriptions**

Timeframe		Description	Sub-Task	Duration	Notes
Monthly	June-June (12 mths)	Collection of Strategic Issues	From all sources: <ul style="list-style-type: none"> <li>• Board meetings</li> <li>• Member feedback</li> <li>• Member surveys</li> <li>• Complaints (ombudsmen)</li> </ul> Identify any and all issues that are, or could, affect the WBN. Sort the issues by category. Identify if urgent enough to impact the current year's plan, if not collect for assessment for the next Annual Planning Day.	4-5 hours	
	June-June (12 mths)	Board Meeting Preparation	<ul style="list-style-type: none"> <li>• Prepare an itemized list for each board member of how results are tracking against what was committed to during the Strategic Planning Process</li> <li>• Prepare a summary report for all areas of the plan for the President prior to each board meeting</li> </ul>	4 hours	
			<b>Monthly total</b>	<b>8-9 hrs</b>	
Daily	June-June (12 mths)	Manage email	<ul style="list-style-type: none"> <li>• Accountable for managing all email sent to <a href="mailto:strategic@womensbusinessnetwork.net">strategic@womensbusinessnetwork.net</a></li> <li>• Respond to all email within 1 business day (Monday to Friday) except when legitimately unavailable</li> </ul>	<1 hr	
			<b>Daily total</b>	<b>&lt;1 hr</b>	