



# International Association of Business Communicators Canberra

## IABC Canberra Board Information Pack

Thank you for your interest in serving on the 2016/17 IABC Canberra Board. In this information and application pack, you will find information about the board and nominations process and roles of Canberra Board members.

### **Welcome!**

Becoming an IABC leader provides members with an opportunity to make a positive difference for IABC chapters and members.

Board leaders make decisions that support the health of the chapter and guide the professional development of our members, the future of IABC and the profession.

Serving on the IABC Canberra Board will help you to develop personally and professionally, to become more valuable to your organisation or clients, and to gain greater access to professional content, communications best practices and enhanced networking experiences.

It takes commitment and time, but it is also a rewarding experience on both a personal and professional level.

### **Eligibility:**

IABC members in good standing and based in the Canberra area are eligible for nomination. Board nominations are self-nominated.

Board positions available for 2016/17:

President  
Vice President  
Secretary  
Treasurer

Approximately six committee members responsible for

Membership  
Communications  
Digital/website  
Events  
Professional Development and Recognition  
Sponsorship

The incumbent 2015/16 President will succeed to Past President.

The President, Past President, Vice President and Secretary-Treasurer will form the Executive Board. The Executive will also serve as the Finance Committee.

### **Nominations Committee**

All applications will be reviewed existing board members plus an IABC member with broad IABC international and policy experience (ex-officio).

The nominating committee's recommendations for the 2016/17 board will then be confirmed by the Canberra Board at its next meeting.

### **Nominations Timeframes:**

The nomination period will open on **5 April 2016** and all applications must be received by email by **26 April 2016**.

President and Vice President (and some other roles as needed) will have interviews following the close of nominations.

Decisions will be notified mid-May, board roles will formally commence on 1 July 2016.

### **Selection criteria for nominees**

Building the right team of dedicated and passionate IABC members is critical to the success of the Canberra Chapter. The following criteria will give you a good idea of what's expected of the board.

Nominees are welcome to apply for more than one position on this application – the Nominating Committee will then make decisions regarding placement.

### **Person Specifications**

All board members should be of good character and have the genuine interest of IABC and its members at heart.

All nominees should have written and verbal fluency in English.

A reasonable working knowledge is assumed for all nominees:

- All board members will maintain a commitment to upholding the [IABC Code of Ethics](#).
- The Canberra Bylaws (available on the IABC Canberra website)
- The [IABC Academy](#) and [Global Certification](#)
- [IABC Gold Quill Awards](#)

A number of criteria will be taken into consideration when evaluating nominations, including:

- Previous leadership and management skills and experience, as demonstrated both in professional and IABC volunteer roles.
- Strategic thinkers who are also keen to roll up their sleeves, as well as demonstrated business and financial acumen.
- History of achievement and delivering on commitments, as demonstrated through this application, CV, and referee checks.
- A strong service ethic; this is a working board, not an honorary role. Applicants should be skilled at both delivery and leading through others.
- Demonstrated competency as a communication practitioner and a strong interest in the advancement of the profession.
- Strong team player – a virtual board must build rapport quickly and be adept at working well together.
- Ensuring that the board represents a mix of geographic, cultural, chapter-size/strength members.
- Business acumen – running a Chapter is a bit like running a small business.

Individual board roles are likely to – but not necessarily – be best served by individuals with the following skills, qualities, and experience:

### **President and Vice-President**

Previous chapter President or leadership role  
Demonstrated leadership in the profession  
Strong business acumen and facility with finance  
Strong communication and representation abilities

### **Secretary and Treasurer**

Previous chapter Treasurer and/or Secretary experience  
Strong previous governance experience  
Strong business acumen and facility with finance  
Detail orientated

### **Requirements – what's expected of the board**

The Board meets monthly, usually the third Wednesday from 6.00pm to 7.30pm

- Board members absent from three meetings may be asked to resign.

The Executive Board may meet separately and in addition to other meetings.

In addition, all board members will complete their portfolio responsibilities to a high standard and on time.

- Board members may be asked to prepare board papers in advance of meetings and to circulate them sufficiently in advance.
- Each board member will be required to produce a 'How-to' handover guide for their role/portfolio, which will then be updated annually by the incumbent.
- Participation in the AGM and any other member meetings is required.
- Attendance at all IABC Canberra events is encouraged.

The President is encouraged to attend the annual IABC Leadership Institute in North America, and the IABC World Conference in June each year.

No other travel is required for any other board member.

### **What you'll gain**

What IABC Canberra Board members can expect to gain from their service – you will have an opportunity to:

- Strengthen and grow IABC in Canberra through delivering improved value for membership and connecting our community,
- Work alongside a diverse and high-performing team of dedicated and passionate IABC volunteers,
- Support key IABC programmes and initiatives and support chapter implementation,
- Develop and deliver world-class initiatives and programming for your colleagues,
- Develop strong leadership and management skills through strategy development, portfolio delivery and project work,
- Grow your IABC networks throughout Canberra, and within the regional and global community,
- Contribute to the advancement of the communication profession in Canberra and help to develop its practitioners,
- Help to harness the amazing diversity of the Canberra and showcase our unique offering to the global IABC community,
- IABC volunteer experience also provides a valuable background for future service in IABC international roles, committees and task forces.

## **What serving on the Canberra Board is not**

We want to make sure that we build a great team of leaders who are all serving for the benefit of our members. For this reason, it's important to be clear on appropriate expectations for nominees. Serving on the board is not:

- A vanity exercise: this is a working board, not an honorary position. All nominees are expected to deliver on their commitments.
- An opportunity to promote your own business interests; serving on the board represents a commitment to advancing the interests of IABC both in Canberra and around the world, and is not a platform for selling your own products and/or services.
- All board members are welcome to and encouraged to attend the IABC Leadership Institute, World Conference and other events, but should understand that this will be at their own expense.

## **Canberra Board Member Role Descriptions**

### **Board terms**

All board terms are for a period of one year. Incumbent board members may apply to remain on the board in their same or different role. The Past President may also apply to remain on the board in a Director role or as Secretary-Treasurer.

Nominees for the Vice President role should understand that this represents a three-year commitment: Year One as Vice President, Year Two as President, and Year Three as Past President.

The President may appoint others to the Board for a specific purpose, subject to Board approval.

Additional duties may be identified/clarified in the Canberra Bylaws.

### **President**

The President is the chief elected officer of the Chapter, and will:

- Exercise general supervision over executive affairs of the Chapter, and lead with integrity and ethical conduct, ensuring that overall governance and adherence to IABC vision and integrity
- Preside at all Annual and Special meetings, as well as Chapter Board meetings
- Briefs and induct new board members
- Represents the Chapter in the community, and at relevant IABC meetings, and liaises with other Chapter Presidents, Asia Pacific and International
- Works with Secretary/VP to conduct board meetings
- Briefs President-elect/VP on all matters
- Acts as media spokesperson for the chapter

- Attends World Conference and votes on behalf of Chapter
- Attends Leadership Institute as appropriate
- Meets with Corporate Members at least once a year
- Represent or appoint a representative of the Chapter at meetings of other organisations and at public events

### **Vice President (with automatic succession to President)**

- Deputises in President's absence
- Leads strategy development activities and monitors progress towards goals
- Coordinates all IABC Canberra activities
- Works with President and other board members to produce and issue monthly newsletters and information updates
- Manages implementation of sponsorship/endorsement agreements in consultation with Sponsorship lead and professional conference organizers
- Works closely with the Treasurer to develop and manage budgets, and receives all business cases requesting funding
- Steps in to assist VP/Chairs as required and acts in vacant roles if required
- Liaise with other board members to ensure success of overall programs

### **Past President (the previous year's President)**

- Duties assigned by the President and the Chapter's bylaws
- Assist with board development, including nominations for the Board and committees
- Helps identify members to participate on local and international committees
- Provides strategic counsel to the President, and the Board

### **Treasurer**

- Serves as chief financial officer
- Ensures that all monies are managed responsibly and with the best interests of Canberra members in mind
- Prepares and controls the annual budget for the Chapter
- Prepares and certifies financial reports as required by ACT legislation and IABC
- Handles banking for Chapter including maintaining appropriate records including invoicing, receipts, payments, reimbursements (in conjunction with bookkeeper if required)
- Liaises with IABC Finance to meet reporting requirements
- Makes recommendations to the board related to budget
- Coordinates audit of books annually for IABC International and reports figures for AGM

### **Secretary**

- Organises board meeting venue and calendar for year ahead
- Calls for agenda items and compiles and sends out agenda one week ahead
- Maintains a record of all proceedings such as meeting minutes, as well as all official records including bylaws, policies, procedures

- Prepares reports for AGM and fulfills the requirements of and incorporated association
- Checks email inquiries and responds

### **Membership**

- Tracks new and renewing members via MMA database and follow up lapsed members, and ensures that new members are incorporated into the databases
- Manage member queries, and email members about to expire
- Thanks and engages with new and renewing members
- Maintains membership information on the IABC Canberra website, as well as other membership collateral
- Works closely with the board to ensure member benefits are promoted and drives member recruitment initiatives
- Manages relationships with corporate members
- Liaises with HQ regarding materials, promotions and corporate memberships
- Reports on membership status at board meetings
- Develops and implements processes to ensure we liaise with non-members that attend our events in the hope they become members

### **Communication – content and digital**

- Develops a communication strategy for the Chapter
- Coordinates the content strategy
- Coordinates Chapter website, newsletters and social media content
- Coordinates with IABC HQ communications to deliver tailored content
- Promote international, regional and local initiatives
- Promotes the international brand and tag line and usage by the local chapter

### **Professional development and recognition**

- Identify professional development needs and develop relevant policies and activities
- Oversee implementation and promotion of Gold Quills
- Coordinate professional development workshops/ masterclasses
- Coordinate the mentoring program

### **Events**

- Develop events strategy and calendar
- With Membership and Sponsorship Presidents, liaise with corporate members and sponsors to ensure input into the events program
- Plan and coordinate membership events, proactively seeking speakers and topics
- Project manage all events, and work with volunteers to deliver individual events
- Coordinate or write the promotional piece and activities for each event
- Report on profitability and value of each event

## **Sponsorship**

- Maintains a positive and beneficial relationship with existing sponsors or partners
- Prepares and executes a sponsorship strategy
- Identifies and approaches new opportunities for partnerships – whether in-kind or paid
- Drafts sponsorship agreements and implementation plans
- Develops, refines and maintains the sponsorship program
- Develops and maintains a sponsorship profile of IABC Canberra
- Identifies and considers alternative models for sponsorship

Additional Directors may be added when and if appropriate to carry out the work of the Chapter.

The Board may also appoint volunteers to help carry out project/programme/portfolio specific duties. These volunteers will report to the associated Director, with oversight by the Vice President.