



# Executive and Committee Job Descriptions

## President

- be the Chief Elected Officer (CEO) and assume the role of lead representative for the Chapter and the profession locally, provincially and nationally
- report to the National Council
- shall serve a minimum term of two calendar years
- ensure that association's mission and strategic plan are followed by the Chapter
- plan & propose medium & long-term goals
- works with and oversees all Executives to ensure consistent, appropriate activity and progress is achieved and goals are met
- attend and preside over all regular executive meetings with Secretary, enforcing the procedures of Roberts' Rules
- serve as the official Chapter Representative on the National Council and submit full Chapter report at the National AGM
- liaise with other Chapters and National Council and relay news and information to membership through appropriate channels
- sit on planning committees for Chapter initiatives
- assist Association Liaison to create new and foster improved relationships other organizations and federal and provincial government officials
- professionally represent the Association and Chapter by responding to media inquires and/or directs them to appropriate executives or committee director
- represent the Association to members and the public at large, addressing their issues, concerns or questions
- casts the deciding vote in any tie
- shall maintain a general catalogue of ongoing Chapter business, procedures, correspondence and administration
- shall perform any and all other duties deemed necessary by the Chapter Executive
- shall serve as Past President at end of term, to help train and otherwise prepare the Executive Vice-President for the responsibilities of the Presidency as described in Chapter Bylaws
- only CGD members are eligible

## Executive Vice-President

- assist the President in the management of the affairs of the Chapter and shall perform tasks assigned to them by the President or the Executive
- in the absence of the President, shall substitute for the President, and shall perform such other duties as usually pertain to that office, or as may be assigned by the President or the Executive
- shall serve a minimum term of two calendar years
- only CGD members are eligible

## Past President

- acts as an advisor and mentor to all executives and committee directors
- help train and otherwise prepare the President-Elect for the responsibilities of the Presidency as described in Chapter Bylaws
- shall perform any and all other duties deemed necessary by the Chapter Executive
- shall serve a minimum term of two calendar years

## Secretary

- arrange executive meetings, distribute agenda, and confirm attendance and/or report filing
- record and maintain minutes of meetings and other records
- distribute meeting minutes to executive members in a timely fashion
- review previous year's Annual Report at AGM, record and maintain current AGM minutes

## Treasurer

- Monthly duties include:
- bank deposits and payment of bills

- the Treasurer is a member of the events committee. Event duties vary depending on the type and scale of the event. It is the Treasurers' responsibility to provide petty cash when needed for monthly events. For speaker events the Treasurer along with the President will be responsible for approving budgets for airline flights, catering services, venue rental costs, hospitality expenses etc. The Treasurer should also be consulted when correspondence is sent to speakers that outlines the expenses that the Chapter is responsible for.
- the Treasurer must be a member of the Sponsorship Committee
- the Treasurer is involved in all disbursement and receipt of sponsorship monies

## Sponsorship

Responsibilities include:

### Ongoing Sponsorship

- maintaining the database of existing sponsors commitments of cash and in kind donations, and benefits
- direct the Administrative Assistant to invoice yearly for cash donations, issuing a receipt for the donation
- notifying sponsors of mailing dates of the update newsletter so that they can insert advertising materials
- notifying sponsors of all events and the number of tickets they are entitled to

### New Sponsorship

- developing lists of potential sponsors
- distributing sponsorship package and follow up with a call
- directing the Administrative Assistant to send a thank you letter and invoice upon confirmation of sponsorship
- entering information into the sponsorship database
- directing the Administrative Assistant to issue a receipt for the donation
- notifying sponsors of mailing dates of the update newsletter so that they can insert advertising materials
- notifying sponsors of all events and the number of tickets they are entitled to
- develops creative strategies for various advertising
- coordinates and/or produces press releases and follows-up on their placement

## Public Relations Chair

- seek and leverage relationship opportunities in order to realize the goals of GDC Alberta North and raise awareness of design issues in the community
- work closely with Board Executives
- seek and cement relationship opportunities that serve the goal of the Chapter
- keep an open dialogue and maintain communications with the design, business, institutional communities and general public
- promote the value of GDC
- develop strategies for creating dialogue with audiences using relevant technologies and communication outlets
- reach out to relevant organizations and re-affirm our role as an advocate and resource to these groups – making sure we consistently promote our high standards of graphic design and ethical business practices, for the benefit of Canadian industry, commerce, public service and education

## Membership

- responds to GDC membership enquires
- arranges portfolio reviews via the Portfolio Review Chair as the need arises throughout the year
- coordinates with Administrative Assistant on follow-up calls on members' payment of annual dues
- sends welcome e-mail for new members. (National sends out formal welcome package for members)



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- maintains correspondence with Administrative Assistant and National Secretary regarding membership contact information
- promotes GDC membership at our own events, workshops, exhibitions and seminars
- promotes GDC membership and the profession at art/design schools, through Student Councils, Career Discussions, meetings, etc.
- prepares statistical report for AGM

## **Portfolio Review Chair**

- the Portfolio Review Chair works with the Membership Chair and Standards Officers
- receiving professional membership applications and portfolios from the Membership Chair
- organizing a panel of Standards Officers for the two year term and coordinates portfolio reviews as determined by the Membership Chair
- maintaining non-disclosure of all applicants
- informing the Membership Chair of the Portfolio Review Committee's decision

## **Communications (Print)**

- works closely with the other Executives
- is responsible for overseeing all print communications from the Chapter according to the Chapter Bylaws and National mandate
- dedicated to providing consistent PR for the Chapter
- providing assistance to the Executive in various capacities as they see fit
- coordinates the content and issuing of the newsletter
- provides input and feedback to Chapter communications

## **Communications (Electronic)**

- works closely with the other Executives
- is responsible for overseeing electronic communications from the Chapter according to the Chapter Bylaws and National mandate
- dedicated to providing consistent PR for the Chapter
- providing assistance to the Executive in various capacities as they see fit.
- maintains and updates Chapter website, facebook, LinkedIn, twitter, flickr sites
- maintain and update Chapter image library
- produces monthly reports

## **Events**

- identifies areas of interest among members and works to provide events that address these needs and interests. This includes professional development, social/community involvement, contact with the larger design community through outside speakers, business development, etc.
- identifies opportunities to collaborate with other local/regional design associations to broaden the GDC Alberta North vision and audience
- co-ordinates event logistics including venue, ticket pricing, catering, accommodations and travel.
- co-ordinates the scheduling of event notices and selecting appropriate communication and publicity devices (email, website, posters, invitations, advertising, etc)
- identifies and maintains a group of volunteers to plan and organize events
- monitors the success of the events, and solicit feedback wherever possible from members.
- work alongside the Chapter Treasurer to ensure all event budgets and petty cash funds are tracked and approved by the Chapter President

## **Volunteer**

- maintains volunteer database
- recruits volunteers among members, educational institutions and non-members for specific events
- co-ordinates volunteers and instructs of duties required at the event

## **Education**

- provides and maintains a link between the GDC and design students and educators in post-secondary design institutions in the Alberta North area
- works with and supports GDC Student committees, encourages student involvement
- organizes student oriented events and programs, presentations and exhibits

## **Student Representative**

- works closely with the Education Chair to maintain a link between the GDC and design students and educators at province-wide post-secondary institutions
- works with Communications Committee to promote and publicize GDC events to the student body
- advises the GDC Executive on issues and concerns which affect design students
- works with Events Committee to produce student-specific events
- helps to coordinate student volunteers for ongoing Chapter activities

## **National Representative**

- each Chapter is entitled to one or more representatives in proportion to their membership, i.e. one (1) representative for 25 Professional and Licentiate Members and Fellows; two (2) for up to 50; and three (3) for more than 50. Chapter Presidents upon election shall become their Chapter's first national representative.
- duties are to represent the Chapter to the National Council at the National AGM, and to be willing to stand for office on the National Executive
- in the past, the position involved maintaining contact with the other Chapters' Representatives
- the second and thereafter National Representative positions are assigned to current board members

## **Every member of the executive is required to supply the following:**

- attend the monthly Executive meeting.
- deliver a monthly Chair or sub-committee Report at the monthly Executive Meeting. If for some reason a member of the executive cannot attend the meeting, their report must be supplied via the Secretary or Chapter sub-committee member prior to the meeting in order that it can be shared with others.
- write an annual Chair Report for the Chapter Annual Report and AGM.
- participating in and/or maintaining sub-committees as required.

Updated: January 2012