



IABC Chapter Leader Job Description Template

IABC has developed these suggested board roles for chapters to adopt. Chapters may use these descriptions as a template and can customize each role to meet the needs of the chapter.

President

Succession: One year pre-term as Vice President or President Elect. Automatic transition to Past President following one year term as President.

Term: 12 months (three year commitment in total)

Election: Voted by membership, majority voting

Direct Reports: Vice Presidents

Reports to: None

Duties & Responsibilities

- **Primary spokesperson and community representative** – Serves as the representative to the broader community regarding the chapter, accreditation and the association.
- **Primary liaison to the region and international leadership and staff** – Maintains contact, connects other board members to resources, attends region meetings (or appoints delegates), voting on region issues, giving feedback from chapter members, ensures compliance with IABC's mission, brand and direction.
- **Presiding leader of the chapter** – Leads board planning and meetings, sets expectations of other board members, oversee board activities, keeps board members informed and provides resources, listens to member concerns, recruits volunteers, identifies and creates development opportunities for board members.
- **Primary fiscal authority** – Monitors use and accounting of chapter monies and resources.
- **Ensure structure and governance of chapter**- Builds awareness among leaders of IABC policies, procedures, and deadlines as appropriate.

Skill Requirements

- Leadership, coaching, mentoring, and motivation
- Volunteer recruitment
- Project management
- Team building
- Fiscal management
- Strategic planning

Professional development opportunity: This position offers an excellent management opportunity to a communicator who has previous experience in a chapter leadership capacity. The chapter president will build a cohesive team of fellow communications professionals and establish and



achieve specific goals. He or she will oversee all aspects of chapter business, and will work diligently to ensure the progress of the chapter, in addition to perfecting public speaking and organizational skills.

President-Elect

Succession: Automatic transition into the role of President, followed by a one year term as Past President.

Term: 12 months (three year commitment in total)

Election: Voted by membership, majority voting

Direct Reports: Special appointments

Reports to: President

Duties & Responsibilities

- **Secondary spokesperson and community representative** – Serves as backup representative to the broader community regarding the chapter, accreditation and the association.
- **Secondary liaison to the region and international leadership and staff** –Attends region meetings as Junior Delegate, voting on region issues, backup to president.
- **Secondary leader of the chapter** – Leads board activities as requested by president or in president's absence, recruits volunteers for committees, provides counsel and support to president.
- **Serves on Nominating Committee** – Assists in the recruitment and election of committee members and chapter leaders.
- **Succession planning-** Arrange orientation and strategic planning sessions for the upcoming board transition.

Skill Requirements

- Leadership, coaching, mentoring, and motivation
- Volunteer recruitment
- Project management
- Team building
- Fiscal management
- Strategic planning

Professional development opportunity: This position offers the president-elect a year of on-the-job-training for his or her upcoming position as chapter president. It provides an opportunity for limited management experience, as you assist the current chapter president with organization and delegation. This role serves as a learning experience to prepare for your year as president.



Immediate Past President

Succession: Automatic transition from President

Term: 12 months (three year commitment in total)

Election: N/A

Direct Reports: Special appointments

Reports to: President

Duties & Responsibilities

- **Coordinator of special projects.**
- **Secondary liaison to the region and international leadership and staff** –Attends region meetings as Junior Delegate, voting on region issues, backup to president.
- **Chapter counsel/consultant** – Provides counsel and support to president and other board members. Provides onboarding and training to the new President.
- **Recruits and chairs Nominating Committee and chairs Chapter Management Awards Committee.**
- **Coordinates review/documentation of chapter's activities for the year** – Including, but not limited to, updating role descriptions, updating strategic plan, documenting committee activity, reviewing sponsorship materials, drafting annual report.

Skill Requirements

- Leadership, coaching, mentoring, and motivation
- Volunteer recruitment
- Project management
- Team building
- Fiscal management
- Strategic planning

Professional development opportunity: After working to achieve specific goals as chapter president, you'll have the opportunity to officially assess and showcase the progress of the chapter by preparing Chapter Management Awards entries for the district and international competitions. You will also serve as an advisor to the current chapter president and to the other members of the board.



Secretary/VP Administration

Succession: N/A

Term: 12 months

Election: Voted by membership, majority voting

Direct Reports: Special appointments

Reports to: President

Duties & Responsibilities

- **Coordinates board meetings** – Manages all logistics for board meetings (including agenda), keeps official board meeting records/notes, ensures availability of necessary meeting tools and resources.
- **Recruits and leads Administration Committee** – Identifies new volunteers, follows through on potential volunteers sent to them by others, leads committee meetings, oversees activities of committee members, identifies and trains successor.
- **Maintains chapter documentation** – Collaborates with other board members to maintain board meeting notes, committee meeting notes, bylaws, records and archives; coordinates major reviews and revisions to key chapter documents such as bylaws and policy; identifies ways to improve documentation; posts documents on online board space.
- **Manages event registration** – Coordinates committee members for onsite registration activities, badge creation, list generation etc., ensuring recognition of key attendees (ABCs, board members, regional/international leaders).
- **Manages chapter business materials and official correspondence** – Manages chapter letterhead and other business materials, conducts official chapter correspondence, develops and manages administrative budget.

Skill Requirements

- Collaboration
- Project management
- Records management
- Event management

Professional development opportunity: This position offers an inside look at chapter management. This role provides an opportunity to collaborate with leaders to develop methods and procedures to strengthen the chapter.



Vice President of Finance

Succession: N/A

Term: 12 months

Election: Voted by membership, majority voting

Direct Reports: Finance/Sponsorship committee members

Reports to: President

Duties & Responsibilities

- **Coordinates preparation and management of chapter budget** – Provides budget materials and counsel to other board members, monitors budget monthly.
- **Manages chapter financial accounts** – Maintains accounts, monitors account records and documentation, pays invoices/bills, manages board member reimbursement, responsible for handling of funds collected at chapter meetings, provides chapter financial reporting.
- **Manages chapter financial policy** – Coordinates review and development of policy related to fiscal processes, saving and spending.
- **Coordinates year-end reporting** – Prepares year-end reporting for tax and IABC International (due 15 February of each year)
- **Coordinates management of chapter sponsorship program** – Manages materials and policy, including managing a director to focus on sponsorship when possible.
- **Recruit and lead finance committee** – Including identifying and training successor.

Skill Requirements

- Fundraising
- Fiscal management
- Project management
- Leadership

Professional development opportunity: This position offers the opportunity to perfect financial planning and management, budgeting and organizational skills, in addition to providing some experience in delegation.



Vice President of Communications

Succession: N/A

Term: 12 months

Election: Voted by membership, majority voting

Direct Reports: Communications/Marketing committee members

Reports to: President

Duties & Responsibilities

- **Creates and manages chapter external/member marketing communication plan** – Collaborates with other board members to create/update and implement chapter marketing communication plan, including a stakeholder analysis at the start of each board year. This covers both internal and external communication for the chapter, integrating all available communication channels.
- **Creates, manages and measures communication channels** – Identifies new channels, manages messaging in all communication channels (email, paper, newsletter, microblogging, web site, etc.), collaborates with Membership VP to survey members on success of communication efforts, conducts other measurement where appropriate (e.g., email and web analytics).
- **Recruits and leads Communication Committee** – Identifies new volunteers, follows through on potential volunteers sent to them by others, leads committee meetings, oversees activities of committee members, identifies and trains successor. Organizes and leads committee meetings and assigns volunteers to lead communication initiatives such as newsletter writing, editing, social media, and more.
- **Coordinates all formal communication to members and prospects** – Collaborates with other board members to incorporate their messaging, produce materials and content, distribute; including all PD, networking and prospecting activities; including special communication efforts as requested by the board.
- **Coordinates all community and media relations** – Coordinates committee members in conducting media relations and community relations efforts to reach prospects and create greater awareness of chapter benefits and activities, oversees the creation and distribution of releases and other outreach.
- **Maintains Communication budget, records and materials** – Manages communication records and provides reports, prepares and manages budget for the communication function.

Skill Requirements

- Collaboration
- Social Media management
- Project management
- Communication management



International Association
of Business Communicators

Professional development opportunity: This position offers supervisory experience and the opportunity to work with a team. You'll get experience in developing an organizational marketing plan as well as managing multiple communication outlets.

Communications & Marketing Committee: This committee will serve to assist the VP Communications by planning and executing initiatives related to managing the chapter website, producing emails and a newsletter, promoting chapter related events and news on social media, and additional tasks as needed. Each member of the committee should have a role assigned to them to clearly organize communications and marketing initiatives.



Vice President of Membership

Succession: N/A

Term: 12 months

Election: Voted by membership, majority voting

Direct Reports: Membership Committee members

Reports to: President

Duties & Responsibilities

- **Creates and manages new member recruitment plan** – Leads planning and implementation of efforts to bring in new members, including follow through with prospects, growth and upkeep of prospect list.
- **Creates and manages member retention plan** – Leads planning and implementation of efforts to retain members, welcomes new members (via phone, email, in person), follows through with lapsed members and managing marketing messaging to members, receives and reviews monthly rebate report from IABC International.
- **Recruits and leads Membership Committee** – Identifies new volunteers, follows through on potential volunteers sent to them by others, leads committee meetings, oversees activities of committee members, identifies and trains successor.
- **Coordinates planning and implementation of member recruiting/networking events** – Prepares plans, assigns tasks, oversees implementation, including message development and logistics requirements.
- **Coordinates planning and implementation of event hospitality activity** – Prepares plans, assigns tasks and oversee implementation of hospitality activities to welcome members and guests to events.
- **Creates, manages and communicates new and existing member benefits** – Collaborates with other board members to plan, implement and communicate new benefits.
- **Maintains member budget, records and materials** – Manages member records and provides reports, manages member marketing messages, prepares and manages budget for the membership function.
- **Conducts membership research** – Leads implementation of member/lapsed member survey/focus groups/interviews to determine member needs, interests, concerns and ideas.

Skill Requirements

- Collaboration
- Fundraising
- Project management
- Fiscal management



International Association
of Business Communicators

Professional development opportunity: This position offers supervisory experience and the opportunity to work with a team of fellow communications professionals. You'll get marketing and management experience, in addition to learning more about working with and developing materials for members.

Membership Committee: This committee will assist with various member retention and recruitment initiatives. This will include managing email list requests, following up with members who need to renew, as well as lapsed member. Assist with the annual membership drive, greet guests and monthly meetings, engage non-members at events, and develop and distribute membership materials.



Vice President of Professional Development/ Programs

Succession: N/A

Term: 12 months

Election: Voted by membership, majority voting

Direct Reports: PD/Events and/or Sponsorship committee members

Reports to: President

Duties & Responsibilities

- **Plans and implements professional development activities** – Uses member research to identify topics, plans a 12-month calendar of events, recruits/negotiates/manages/thanks speakers, contracts speakers, coordinates venue/food, leverages local, region and international resources where possible. The chapter anticipates as many as 12 PD/networking events in a calendar year.
- **Measures events** – Conducts event evaluations and communicates results to board members and speakers.
- **Recruits and leads PD Committee** – Identifies new volunteers, follows through on potential volunteers sent to them by others, leads committee meetings, oversees activities of committee members, identifies and trains successor. Organizes and leads committee meetings.
- **Provides event marketing content/messages** – Collaborates with other board members to ensure appropriate content for event promotional messages, keeps other board members informed about upcoming events.
- **Manages events** – Attends events, makes introductions, announcements and thanks speakers and attendees (or coordinates others).
- **Maintains PD budget, records and materials** – Manages PD records and provides reports, manages PD marketing messages, prepares and manages budget for the membership function.
- **Manages speaker gifts** – Identifies, purchases and distributes speaker gifts.

Skill Requirements

- Collaboration
- Event management
- Project management
- Fiscal management

Professional development opportunity: This position offers supervisory and collaboration experience and the opportunity to work with a team of fellow communications professionals. The VP of Professional Development will gain experience in program development, marketing, management, and meeting planning.



International Association
of Business Communicators

PD & Events Committee: Coordinates social and professional development programs to support the VP Professional Development. This may include activities for Special Interest Groups. Activities should include PD programs with supplemental networking programs to engage members.

Sponsorship Committee: Solicits corporate sponsorships for professional development, networking events, and other chapter needs. Coordinates with the VP of Communications to ensure recognition of sponsors.



Vice President of Sponsorship

Succession: N/A

Term: 12 months

Election: Voted by membership, majority voting

Direct Reports: Sponsorship committee members

Reports to: President

Duties & Responsibilities

- **Establish fundraising goals** – Work closely with the VPs Finance, Membership, and Professional Development to determine chapter fundraising needs. Develop a plan for outreach and a targeted approach to build sponsorship relationships.
- **Networking** – Establish relationships with community leaders and business leaders by connecting via phone, in person, or email. Build awareness of IABC and the chapter to leverage sponsorship opportunities.
- **Design sponsorship materials** – Create sponsorship packets, letters, and tiers of donations with expected benefits. Streamline the approach to make it simple to engage potential sponsors. Some tasks can be delegated to the Sponsorship Committee.
- **Recruit and lead the Sponsorship Committee** – Identifies new volunteers, follows through on potential volunteers sent to them by others, leads committee meetings, oversees activities of committee members, identifies and trains successor. Organizes and leads committee meetings.
- **Sponsor appreciation** – Work with other VPs to ensure appropriate recognition of Sponsors.

Skill Requirements

- Fundraising
- Project management
- Fiscal management
- Leadership

Professional development opportunity: This position offers supervisory and collaboration experience and the opportunity to work with a team of fellow communications professionals. The VP of Sponsorship will gain experience in fiscal management, business relationship development, and will exercise organizational and leadership skills.

Sponsorship Committee: Solicits corporate sponsorships for professional development, networking events, and other chapter needs. Coordinates with the VP of Communications to ensure recognition of sponsors.



Vice President of Volunteer Services

Succession: N/A

Term: 12 months

Election: Voted by membership, majority voting

Direct Reports:

Reports to: President

Duties & Responsibilities

- **Develop a volunteer recruitment strategy** – Work with other board members to create meaningful job roles for volunteers. Consult with current board members to determine volunteer needs for the upcoming year. Work with the President to establish succession planning processes.
- **Recruit volunteers**- Promote volunteer opportunities and the benefits of volunteerism to members at events and through various marketing tools. Respond to inquiries about volunteerism. Connect potential volunteers with board members as appropriate.
- **Retain volunteers**- Maintain a relationship with volunteers and check in with them to see how their experience is going. Work with current volunteers to find new opportunities and keep them engaged.
- **Develop a volunteer database** – Retain records of volunteers, length of service, and areas of interest.
- **Volunteer appreciation** – Coordinate an annual event to show appreciation to volunteers. Send thank you letters.

Skill Requirements

- Leadership, coaching, mentoring, and motivation
- Collaboration
- Project Management
- Event Management
- Team building
- Volunteer recruitment

Professional development opportunity: This position offers an opportunity to enhance leadership and collaboration skills while working with fellow communication professionals. The VP of Volunteer Services will gain experience in team building and recruitment.