



Executive Committee Job Descriptions

Isn't it time that you got involved? Take a seat on the GDC AB North Executive Committee and make a difference. This is an open call to all of our members who are keen to get

involved in a more direct and meaningful way. The opportunity to serve on the GDC AB North Executive Committee offers the chance to really make an impact on the design community and help drive the design agenda forward in Northern Alberta, as well as many opportunities to socialize and network with other designers and people in design related industries. It should not be taken on lightly however; these are real jobs that need to get done and prospective committee members need to be adept at juggling their volunteer commitment with the GDC and their professional and personal lives.

Every member of the Executive is required to supply the following:

- Attend the monthly Executive Meetings.
- Submit a monthly Chair Report delivered verbally at the monthly Executive Meeting. If for some reason a member of the Executive cannot attend the meeting the report must be supplied to the board Secretary in writing prior to the meeting in order that it can be read-out.
- Submit an Annual Chair Report for the Chapter Annual Report and the AGM.
- Participate in and/or maintaining sub-committees as required.

In addition, each member of the Executive will develop and specify well-defined goals for their position in light of their position's mandate and in consultation with the Chapter President.

Below are the duties of each board position:

President

- Is the chief elected officer (CEO) and assumes the role of lead representative for the Chapter and the profession locally, provincially and nationally.
- Reports to the National Council.
- Serves a term of two calendar years or until a successor is installed.
- Ensures that Association's mission and strategic plan are followed by the Chapter.
- Plans & proposes medium & long-term goals.
- Works with and oversees all Executives to ensure consistent, appropriate activity and progress is achieved and goals are met.
- Attends and presides over all regular Executive meetings with Secretary, enforcing the procedures of Roberts' Rules.
- Serves as the official Chapter Representative on the National Council and submits a full Chapter report at the National AGM.
- Is the main liaison with other Chapters and National Council and relays news and information to membership through appropriate channels.
- Sits on planning committees for Chapter initiatives.
- Assists the Association Liaison to create new and foster improved relationships with other organizations and federal and provincial government officials.
- Professionally represents the Association and Chapter by responding to media inquires and/or directs them to the appropriate Executives or committee director.
- Represents the Association to members and the public at large, addressing their issues, concerns or questions.
- Casts the deciding vote in any tie.
- Maintains a general catalogue of ongoing Chapter business, procedures, correspondence and administration.
- Performs any and all other duties deemed necessary by the Chapter Executive.
- Serves as Past-President at end of term, to help train and otherwise prepare the President-Elect for the responsibilities of the Presidency as described in Chapter by-laws.
- Only MGDC members are eligible.



Executive Vice-President

- Assists the President in the management of the affairs of the Chapter and performs tasks assigned to them by the President or the Executive.
- In the absence of the President, substitutes for the President, and performs such other duties as usually pertain to that office, or as may be assigned by the President or the Executive.
- Serves a term of two calendar years or until a successor is installed.
- Only MGDC members are eligible.

Past President

- Acts as an advisor and a mentor to all Executives and committee directors.
- Rebuilds their business and marriage which have suffered due to lack of attention during the term in office.

Secretary

- Arranges Executive meetings, distributes the agenda, and confirms attendance (if an Executive is unable to attend, the Secretary will receive and submit their typed reports).
- Records and maintains minutes of the Executive meetings and other records.
- Distributes meeting minutes to Executive members in a timely fashion.
- Reviews previous year's Annual Report at AGM, records and maintains current AGM minutes.

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.

Communications (Print)

- Works closely with the other Executives.
- Is responsible for overseeing all communications from the Chapter according to Chapter by-laws and the national mandate.
- Dedicated to providing consistent PR for the Chapter.
- Provides assistance to the Executive in various capacities as they see fit.
- Finds content and is in charge of layout of newsletters.
- Provides input and feedback to Chapter communications.

Communications (Electronic)

- Works closely with the other Executives.
- Similar to the Communications Print, is 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, eNewsletters and all event listings that are often listed on third party websites.
- Produces monthly web stats and reports.

Treasurer

- Makes Bank deposits and issues payment for bills.
- The Treasurer must be a member of the Sponsorship and Event Committees.
- 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.

Sponsorship

- Maintains the database of existing sponsors commitments of cash and in kind donations, and benefits.
- Directs the Admin Assistant to invoice for cash donations and for the issuing of a receipt when the donation has been received.
- Ensures the Chapter sponsorship plan is consistent with the long- and short-term goals of the Chapter.
- Ensures Chapter sponsorship relationships are consistently maintained and reflect the positive nature of the Chapter.
- Notifies sponsors of all events and ensures sponsorship obligations have been fulfilled by both the sponsor and the Chapter.

Sponsorship 2 (New)

- Develops lists of potential sponsors.
- Distributes sponsorship package and follow-up calls.
- Directs the Admin Assistant to send a thank you letter upon confirmation of sponsorship.
- Enters information into the sponsorship database.
- Develops creative strategies for various advertising.
- Coordinates and/or produces press releases and follows-up on their placement.



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 and maintains a group of volunteers to plan and organize events.
- Coordinates the organization of events with the volunteer team. This includes: publicity (fax notices, email notices, website notices, posters, invitations, etc.), catering, venue, outside speakers, etc.
- Monitors the success of the events, and solicit feedback wherever possible from members.

Membership

- Responds to GDC membership enquires.
- Arranges Portfolio Review Committees as the need arises throughout the year.
- Coordinates with the Admin Assistant on follow-up calls regarding members' payment of annual dues.
- Arranges with the Admin Assistant for information packages for prospective members; and letters of welcome for new members.
- Maintains correspondence with the Admin Assistant and the National Secretary regarding membership contact information.
- Promotes GDC membership at the Chapters' events, workshops, exhibitions and seminars.
- Promotes GDC membership and the profession at art/design schools, through Student Councils, career discussions, meetings, etc.
- Prepares a statistical report for the annual AGM.

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(s)

- Each Chapter is entitled to one or more representatives in proportion to their membership (i.e., one representative for 25 Professional, Licentiate and Fellow Members; two for up to 50; and three for more than 50).
- The Chapter President automatically becomes the 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' Reps. With e-mail this duty has received much less focus.

Public Relations Chair (New)

The purpose of the Public Relations Chair is to seek and leverage relationship opportunities in order to realize the goals of GDC AB North Chapter and raise awareness of design in the community. The Public Relations Chair works closely with the Communications, Events and Membership Chairs.

- Actively seeks and cements relationship opportunities that serve the goals of GDC AB North.
- Keeps an open dialogue and maintains communications with the design community, business community, institutional community and general public.
- Promotes the value of GDC by providing consistent PR for the Chapter.
- Develops strategies for creating dialogue with audiences using relevant technologies and communication outlets.
- Reaches out to graphic designers, the business community, institutions and other relevant organizations and re-affirms the Chapters' role as an advocate and resource to these groups – making sure the Chapter consistently promotes their high standards of graphic design and ethical business practices, for the benefit of Canadian industry, commerce, public service and education.