



ASSOCIATION OF  
WOMEN IN FINANCE  
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## Association of Women in Finance – Volunteer Board of Director Positions

### Who are we?

The Association of Women in Finance (the "AWF") is a group of finance professionals dedicated to supporting the advancement of women in finance.

We are executives, bankers, lawyers, accountants, investment professionals, actuaries, venture capitalists, insurers, and entrepreneurs. We are employed in both industry, professional services and public sectors in a wide range of industries and company sizes.

Quite simply, we exist to encourage women finance professionals to claim their seats at boardroom tables.

An annually elected Board of Directors governs the AWF, providing leadership and vision to the organization.

### How do we do it?

Since 1996, we've been providing a forum for the discussion of issues, a place to exchange and develop business knowledge, and to honour successes.

- By involving, connecting and developing women in the business community through our Real Estate Event Economic Update and Fireside Chats.
- By recognizing, through the annual AWF PEAK Awards, women who have broken down barriers in the finance industry and achieved excellence and the men and women that supported them.
- By encouraging young women to enter the finance field through our scholarship program.

Board members work closely with one another and will be supported by an AWF Administrator. The Board is tasked with building on the solid foundation and guiding the AWF to the next level. The Board will help to grow the AWF in a manner that improves outreach to BC's finance community and helps establish, maintain and grow meaningful partnerships within the industry.

To be successful, ideal Board members bring the following skill set and experience:

- Ability to thrive in a team and project oriented environment;
- Ability to work and make decisions independently;
- Ability to build and leverage strong relationships with members, participants and sponsors;
- Committed to the organization, its vision, mission and values;
- Enjoy taking initiative and leadership roles; and
- For the Sponsorship and Communication positions, a strong background and knowledge of marketing, communications, and public relations is an asset.

## **Director - PEAK Marketing (Two year term)**

### **Non-Executive Director**

Description: The PEAK Marketing Director is responsible for the AWF's PEAK event outreach and support. She will work with the PEAK committee to publicize PEAK throughout the year.

Duties: The PEAK Marketing Director shall:

1. Develop a PEAK marketing plan;
2. Manage PEAK marketing activities and coordination with the PEAK team;
3. Work with service providers such as graphic designers and writers on areas such as the design and content of advertisements and programs;
4. Source, and manage event 'master of ceremonies' (preparation & night of requirements)
5. Work with PEAK Sponsors to maximize their value from the sponsorship and AWF's exposure within their organizations, by providing marketing materials/support;
6. Possess and exercise such other powers and perform such other duties as may from time to time be assigned to her by the Board;
7. Post details and promote upcoming events to local business forums including BIV, Networking Vancouver etc.;
8. Engage with local media, and write press releases to promote PEAK;
9. Work with the Strategic Communications Director to ensure event presentations are consistent with the AWF brand and to maximize the value our AWF event sponsors receive;
10. Working with the events team, ensure that AWF banners and logos are prominently displayed;
11. Work with the PEAK Sponsorship director to ensure partnerships are in keeping and in fact enhance the AWF brand;
12. Coordinate video production for PEAK bursary winners' video;
13. Assist the PEAK Chair and PEAK Vice-Chair with respect to the strategic direction, leadership, and vision of PEAK, including nominations, sponsorship, scripting, budgeting and communications;
14. Act in an advisory capacity to the AWF;
15. Contribute to the development of the strategic direction, leadership and vision of the AWF;
16. Create or revise all necessary policies and procedures pertaining to such office;
17. Perform all duties incident to such office or that are properly required of her by the Board; and
18. Exercise such other powers and perform such other duties as may from time to time be assigned to her by the Board.

Time Commitment:

All AWF directors are expected to be available for:

1. Monthly board meetings (2 hours each);
2. Event attendance (AGM – September; Economic Update – November; PEAK – May; minimum of one Fireside Chat Event (October, January, February, April);
3. "On Board" session (4 hours in late September or early October);
4. PEAK Sponsorship calls and follow-up (6 hours in February or March);
5. PEAK Board preparation and table assignments (full weekend day in early May prior to PEAK);
6. PEAK "Day of" duties (full weekday day in May for PEAK); and
7. Strategic Review and Board Planning session (4 hours in June).

The PEAK Marketing Director's duties will require approximately an additional 4-6 hours per month between December and April.