



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. ([www.womeninfinance.ca](http://www.womeninfinance.ca))

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 Summer Luncheon, Economic Update, Fireside Chats and Summer Golf Series..
- 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 – Strategic Communications (two year term)**

Non-Executive Director

Description: The Strategic Communications Director is responsible for the development and execution of the board-level communications strategy for the AWF and will perform such tasks as overall organizational awareness and brand development for the association as a whole.

Duties: The Strategic Communications Director shall:

1. Develop an annual communications strategy and calendar including tactics to support it;
2. Oversee the AWF website including the 'look and feel' of the site, content development and maintenance, page design, and management;
3. Assemble a committee to strategize and assist with the duties of the position;
4. Prepare, edit and post the AWF's newsletters and press releases;
5. Be the primary relationship holder with the external website provider;
6. Develop or edit all external AWF communications not specific to events;
7. Apply social media strategy, including the execution of all online communications – Twitter, LinkedIn, Instagram;
8. Review branding of all materials to uphold consistency;
9. Provide guidance to the Board on marketing partnership opportunities;
10. Where applicable, oversee the AWF Administrator, AWF Graphic Designer, and other communications contractors with respect to execution of communications;
11. Support events marketing with social media outreach including LinkedIn postings;
12. In collaboration with the PEAK & Event Marketing Director, provide support for PEAK as appropriate;
13. Review AWF branding where required for event presentations to uphold consistency;
14. Work with the AWF PEAK & Event Marketing director to maximize exposure for event sponsors on social media;
15. 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;
16. Assist the PEAK Chair and PEAK Vice-Chair with respect to PEAK including sponsorship, Board preparation, table assignments and PEAK "Day of" duties
17. Assist the Scholarships Chair with respect to highlighting scholarship recipients and the post-secondary institutions where AWF scholarships are awarded;
18. Act in an advisory capacity to the AWF;
19. Contribute to the development of the strategic direction, leadership and vision of the AWF;
20. Create or revise all necessary policies and procedures pertaining to such office;
21. Perform all duties incident to such office or that are properly required of her by the Board; and
22. 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;
3. “On Board” session (4 hours in late September or early October);
4. PEAK Sponsorship calls and follow-up (6 hours in between December and 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 September).

The Strategic Communications Director’s duties will require approximately an additional 8 hours per month.