



ASSOCIATION OF
WOMEN IN FINANCE
Suite 364
#142-757 West Hastings St.
Vancouver, BC V6C 1A1
T (604) 765 2850
womeninfinance.ca

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)

We are executives, bankers, lawyers, accountants, investment professionals, actuaries, venture capitalists, insurers, and entrepreneurs. We are employed in both industry and public practice 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 a part-time 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 – Events Vice-Chair, Major Events (One year term – commencing Sept 2016)

Description: The Events Vice-Chair, Major Events is responsible for overseeing the AWF Economic Update (November) and Real Estate Forum (June) events and will perform such tasks as determined by the Board periodically and documented in the Board Task List.

Duties: The Events Vice-Chair, Major Events shall:

1. Generate event ideas, including themes and speakers;
2. Contact and confirm guest speakers and event moderator, where applicable;
3. Prepare and review all events-related materials;
4. Introduce and thank speakers and moderator at events or arrange for another Board member to do so;
5. Oversee the AWF Administrator with respect to the execution of AWF Economic and Real Estate events, including:
 - a. Registration;
 - b. Payments;
 - c. Venue;
 - d. Menu;
 - e. Gifts for speakers and moderator;
 - f. Volunteers;
 - g. Marketing;
 - h. Invitations;
 - i. Name tags;
 - j. PowerPoint materials; and
 - k. Audio visual.
6. Create or revise all necessary policies and procedures pertaining to such office;
7. Perform all duties incident to such office or that are properly required of her by the Board; and
8. Possess and exercise such other powers and perform such other duties as may from time to time be assigned to her by the Board.
9. Lead and manage Events Committee for Major Events

Where possible and reasonable based on her interest and performance, the Events Vice-Chair, Major Events or the Events Vice-Chair, Fireside Chats should succeed to an opening in the Events Chair position.

Time Commitment:

All AWF directors are expected to be available for:

1. Monthly board meetings (2 hours each);
2. Event attendance (AGM –Sept; a Major Event; PEAK – May; minimum of one Fireside Chat Event (Sept, Nov, Feb, June));
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 2017);
6. PEAK “Day of” duties (full weekday day in May for PEAK 2017).
7. Strategic Review and Board Planning session (4 hours in September or other date set by the board);

The Events Vice-Chair Major Events’ duties will require approximately an additional 3 hours per month.

Director – PEAK Vice-Chair (One year term – commencing Sept 2016)

Description: The PEAK Vice-Chair is responsible for assisting the PEAK Chair with PEAK and will perform such tasks as determined by the Board periodically and documented in the Board Task List.

Duties: The PEAK Vice-Chair shall*:

1. Contribute to the development of the strategic direction, leadership and vision of the AWF;
2. Assist the PEAK Chair with each of her duties listed above;
3. Oversee the implementation and execution of specific tasks listed in the PEAK Management Document as determined and in consultation with the PEAK Chair, President, Vice President and past PEAK Chair(s);
4. Oversee the AWF Administrator with respect to the details and execution of PEAK administration;
5. Create or revise all necessary policies and procedures pertaining to such office;
6. Perform all duties incident to such office or that are properly required of her by the Board; and
7. Possess and exercise such other powers and perform such other duties as may from time to time be assigned to her by the Board.

*Important Note: The PEAK Chair and PEAK Vice-Chair are fully supported by the Board and the PEAK “Day of” Committee. Each Board member is tasked with PEAK related duties, as described in each individual Board description. For more information, please review each Board description with respect to PEAK duties.

In addition, the PEAK Chair and PEAK Vice-Chair receive considerable assistance with strategic direction and vision from the President, Vice President and past PEAK Chair(s). The PEAK Chair and PEAK Vice-Chair also receive extensive precedent materials from PEAK 2009-2011 and are supported by the PEAK Coordinator with respect to PEAK execution and the Program Director with respect to PEAK administration.

The Board anticipates that the PEAK Vice-Chair will assume the role of PEAK Chair in 2017-2018.

Time Commitment:

All AWF directors are expected to be available for:

1. Monthly board meetings (2 hours each);
2. “On Board” session (4 hours in late September or early October);
3. ** Event attendance (AGM –Sept; a Major Event; PEAK – May; minimum of one Fireside Chat Event (Sept, Nov, Feb, June));
4. Strategic review and Board Planning session (4 hours in June or other date set by the board).

The PEAK Vice-Chair’s duties will require approximately an additional 5-10 hours per month from October – January (Focus – supporting PEAK Chair with respect to PEAK Management Document, budget, date, venue, nominations); 10-15 hours per month in February and March (Focus – supporting PEAK Chair with respect to sponsorship, scripting, and PEAK communications materials, and handling PEAK administration); 15-20 hours in April; and, 40 hours in May, which includes PEAK itself (Focus - supporting PEAK Chair with respect to PEAK “Day of” execution, Board preparation and table assignments, and handling PEAK administration).

**Note that the PEAK Chair and Vice-Chair may elect not to attend non-PEAK events given their additional commitments.

Director – PEAK Sponsorship (Two year term – commencing Sept 2016)

Description: The Sponsorship Director is responsible for the strategy and oversight of sponsorships associated with PEAK and other major AWF events over the course of the year and will perform such tasks as determined by the Board periodically and documented in the Board Task List.

Duties: The Sponsorship Director shall:

1. Contribute to the development of the strategic direction, leadership and vision of the AWF;
2. Work closely with and carry out this role in consultation with the PEAK Chair and PEAK Vice-Chair;
3. Refine the PEAK sponsorship package;
4. Direct the Board's involvement in PEAK sponsorships;
5. Maintain relationships with sponsors including ensuring sponsorship benefits are delivered and sponsors are satisfied with their AWF partnership;
6. Gather post-PEAK feedback from major sponsors and make required adjustments in sponsorship package and approach to address any concerns raised;
7. Develop a sponsorship strategy for non-PEAK AWF events;
8. Oversee the AWF Administrator with respect to sponsorship execution and the administration of PEAK and other AWF events;
9. Review the PEAK Scholarship Program to explore sponsorship opportunities with scholarship partners, identifying value for partners and the AWF;
10. Assist with PEAK, including Board preparation for PEAK, table assignments and PEAK "Day of" duties;
11. Create or revise all necessary policies and procedures pertaining to such office;
12. Perform all duties incident to such office or that are properly required of her by the Board; and
13. Possess and 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 –Sept; a Major Event; PEAK – May; minimum of one Fireside Chat Event (Sept, Nov, Feb, June));
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 2017);
6. PEAK "Day of" duties (full weekday day in May for PEAK 2017).
7. Strategic Review and Board Planning session (4 hours in September or other date set by the board);

The PEAK Sponsorship Director's duties will require approximately an additional 6 – 10 hours per month.

Director – PEAK Marketing (One year term – commencing Sept 2016)

Description: As Director on the Association of Women in Finance’s Board, the PEAK & Event Marketing position is responsible for the AWF’s event outreach and support. They will work with Events and PEAK committees to publicize AWF events throughout the year.

General Duties: The PEAK & Event Marketing Director shall:

1. Develop an annual event marketing plan to highlight the AWF’s event roster;
2. Manage PEAK marketing activities and coordination with the PEAK team;
3. Oversee newsletter and email content specific to promoting upcoming events and profiling previous events;
4. Assist with management contractors for events such as graphic designers and writers; specifically helping with the design and content of adverts and programs.
5. Source, and manage event ‘master of ceremonies’ (preparation & night of requirements) where applicable (and specifically for PEAK) to ensure AWF events are professionally presented
6. Work with PEAK Sponsors to maximise their value from the sponsorship and AWFs exposure within their organisations, by providing marketing materials/support
7. Possess and exercise such other powers and perform such other duties as may from time to time be assigned to her by the Board.

Specific Duties: The PEAK & Event Marketing person shall:

1. Post details and promote upcoming events to local business forums including BIV, Networking Vancouver etc.
2. Engage with local media, and write press releases to promote PEAK and major AWF events.
3. Attend Event and PEAK committee meetings where appropriate
4. Work with the Communications Director to ensure event presentations are consistent with the AWF brand;
5. Working with the events team, ensure that AWF banners and logos are prominently displayed
6. Work with the PEAK sponsorship director to ensure partnerships are in keeping and in fact enhance the AWF brand.
7. Work with the AWF Communications director to maximize the value our AWF event sponsors receive;
8. Coordinate video production for PEAK bursary winners’ video.

Time Commitment:

All AWF directors are expected to be available for:

1. Monthly board meetings (2 hours each);
2. Monthly writing, editing and posting (newsletters and press releases) of 6 hours
3. Event attendance (AGM – October; Economic Update – November; PEAK – May; minimum of one Fireside Chat Event (October, January, February, April);
4. “On Board” session (4 hours in late September or early October);
5. PEAK Sponsorship calls and follow-up (6 hours in February or March);
6. PEAK Board preparation and table assignments (full weekend day in early May prior to PEAK 2013);
7. PEAK “Day of” duties (full weekday day in May for PEAK 2013).
8. Strategic Review and Board Planning session (4 hours in September);