

## **AAF Spokane Board Member Roles and Responsibilities**



AAF Spokane is the Eastern Washington chapter of the American Advertising Federation. Founded in 1905, we serve as a voice for the creative professionals, agencies and vendors that make up our vibrant community. Like the other clubs and chapters of the American Advertising Federation, AAF Spokane is an all-volunteer organization that strives to actively champion and instigate conversation within the Spokane creative community and beyond. Our club's success depends on active and engaged participation of our members, sponsors, committees, and our board of directors — yes, people like you.

Lead by the club President and in consultation with the Executive Director, our AAF Spokane Board of Directors is responsible for all club operations and activities. Our local board works together to formulate club goals to best serve our membership as well as the greater Spokane advertising and creative community. The following is a list of the positions on our board.

These positions are either at the coordination, managerial or director level and require a commitment of one year. Terms run from July 1 to June 30 of the following year. Select board members are responsible for building and maintaining a strong committee to help facilitate all committee goals and objectives. Please review the basic responsibilities and qualifications for all positions on the following pages, and if you'd like to be considered for one of the available positions, please contact Jennifer Fanto, AAF Spokane Executive Director at [saf@spokaneadfed.com](mailto:saf@spokaneadfed.com).

### **General Responsibilities**

- Must be an AAF Spokane Member in good-standing, either as an individual or through your company's corporate membership. If you haven't been involved in AAF before, you can still apply as long as you become a member!
- In good standing with the broader marketing / advertising community of the Inland Northwest
- Understand and support the policies, initiatives and programs of AAF Spokane
- Maintain awareness of District and National initiatives, as reported on by the AAF Spokane President and/or other board members
- Actively assist in resolving problems, meeting needs or answering concerns facing any board member or committee
- Actively participate in AAF Spokane content creation via website, newsletter and social media channels as appropriate

- Continually recruit, inform and retain volunteers to support the club goals and growth of the AAF Spokane membership
- Attends at least three-quarters of all scheduled monthly board meetings. Per our club's by-laws, if you fail to meet certain criteria around this, you may be asked to step down from your board position. If you are unable to attend, you are responsible for notifying the President in advance of the meeting. You may also arrange for a representative from your committee to attend in your place
- Attend at least 75% of all scheduled events each year
- Attend annual club board retreat, generally taking place late summer/early fall
- Be listed as Board Historian with respect to your designated position for up to 3 years, enabling current board members to contact you with specific questions regarding past board methods / perspectives. Historians are not required to attend events or meetings, only to answer occasional questions held by new board members / committees

[specific Board Position responsibilities start on next page]

## **Specific Board Positions**

### **PRESIDENT**

- Adhering to all general Board of Director responsibilities, outlined earlier in this document
- Attending and participating in AAF Executive Committee meetings, outside of regular monthly board meetings
- Leading all board and executive committee meetings
- Attending District, Regional or National AAF meetings as necessary and approved by the board
- Researching and reporting on national AAF agendas, trends and upcoming events to the board
- Serve as President for 1 - 2 years followed by an additional year of service of Past President
- Leading general club operations and management tasks
- Leading board meetings and acting as primary club voice
- Overseeing the club by-laws and policy amendment and approval processes

### **VICE PRESIDENT**

- Adhering to all general Board of Director responsibilities, outlined earlier in this document
- Attending and participating in AAF Executive Committee meetings, outside of regular monthly board meetings
- Serving as President Elect and succeeding the President
- Supporting the President in general club operations and management tasks
- Leading board meetings and acting as primary club voice in the absence or unavailability of the President
- Managing the club by-laws and policy amendment and approval processes

### **Qualifications**

- Knowledge of the mission and goals of AAF Spokane and the National organization
- Must serve in other AAF Spokane board role for at least one year
- Effective communication, facilitation and leadership skills
- Ability to follow through on commitments within the time frame allotted

## **SECRETARY/TREASURER**

- Adhering to all general Board of Director responsibilities, outlined earlier in this document
- Attending and participating in AAF Executive Committee meetings, outside of regular monthly board meetings
- Record and certify the minutes of all board and executive committee meetings
- Responsible for finding another Board Member to take notes and act as a temporary Secretary in the event that the Secretary is unable to attend any meeting
- Pick up AAF Spokane mail weekly, scan checks, hand relevant mail to Executive Director as necessary
- Working with the Executive Director to keep the financial accounts in good order. Including but not limited to; overseeing banking activities and financial reporting including checking accounts, other bank accounts, tax reporting, expenses, and any financially related information or access to financial software passwords that are pertinent to AAF Spokane.

## **PROGRAMS CHAIR**

- Adhering to all general Board of Director responsibilities, outlined earlier in this document
- Developing an annual Programs strategy and plan with the board, and executing the strategy within the Programs committee
- This strategy should take into account the questions/outline set forth in the AAF National Club Achievement package for Programs
- Annual strategy with ideas for each monthly event to be presented at annual board retreat
- Organizing and leading a committee to assist with duties and responsibilities as set forth in the Programs strategy, and scheduling and managing a monthly meeting with the committee, outside of regular board meetings
- Developing a budget for each event and obtaining board approval within the guidelines outlined in the Finance Policies
- Lead outreach to prospective speakers to arrange dates, outline and approve speaking content, facilitate travel (flights, cars and hotels as necessary)
- Working with the Communications Chair to develop a communications plan for promoting events throughout the year
- Coordinating joint events with other industry-adjacent clubs in the area as appropriate
- Working with Immediate Past President on writing and crafting the narrative report for the club achievement submissions

## Qualifications

- Knowledge of the mission and goals of AAF Spokane and the National organization
- Past experience on Programs committee or leading programming for another organization preferred
- Working knowledge of local, regional and some national firms and/or speakers to invite to serve on any event panels or presentations. Relationships with these organizations preferred
- Effective communication and facilitation skills
- Ability to follow through on commitments within the time frame allotted

## **SPONSORSHIP CHAIR**

- Adhering to all general Board of Director responsibilities, outlined earlier in this document
- Developing an annual Sponsorship strategy and plan with the board, and executing the within the Sponsorship committee. Strategy to be presented at annual board retreat
- Organizing and leading a committee to assist with duties and responsibilities as set forth in the Sponsorship strategy, and scheduling and managing a monthly meeting with the committee, outside of regular board meetings
- Identifying, creating and/or overseeing projects and programs designed to build effective relationships with current and potential sponsors
- Developing sponsorship packages for annual and event-specific sponsorships
- Working with the Executive Director to invoice sponsors and facilitate collections if necessary
- Working with Programs, American Advertising Awards and other directors as necessary to identify and fill sponsorship needs and opportunities

## **COMMUNICATIONS CHAIR**

- Adhering to all general Board of Director responsibilities, outlined earlier in this document
- Developing an annual communication strategy with the board, and executing the strategy within the communications committee. This strategy should take into account the questions/outline set forth in the AAF National Club Achievement package for Communications. Strategy to be presented at annual board retreat
- Organizing and leading a committee as needed to assist with duties and responsibilities as set forth in communications strategy, and scheduling and managing a monthly meeting with the committee, outside of regular board meetings; work close with Visual Communications Chair to oversee the design of all eBlast communications

- Develop a calendar of all communications (eBlasts, social media posts, press releases, targeted communication to target audiences) for all events
- Lead maintenance eBlast distribution database with Visual Communication Chair
- Managing the AAF Spokane brand including messaging/voice across all club communication channels and sub-brands; supervise look and feel of designs with Visual Communications Chair
- Developing strategies and planning with individual committee members regarding their particular channel
- Determining new communication channels that are important for the club, based on popularity and usage among membership
- Managing, archiving all usernames and passwords for any digital channels
- Managing email accounts and aliases and routing communication to the appropriate board member or chair
- Managing Google Drive with support of the board of directors
- Communicating with the national office or any vendors on hosting and technology issues
- Working with Immediate Past President on writing and crafting the narrative report for the club achievement submissions

#### Qualifications

- Knowledge of the mission and goals of AAF Spokane and the National organization
- Familiarity with best practices for social media management
- Strong communication and facilitation skills
- Experience in media relations / public relations tactics
- Familiarity with online analytics to strategize communication policies

#### **MEMBERSHIP CHAIR**

- Adhering to all general Board of Director responsibilities, outlined earlier in this document
- Developing / refining annual membership recruitment strategy with the board. Strategy to be presented at annual board retreat
- Launch annual membership drive in early August in advance of the upcoming membership / programming year
- Standing by to answer general questions from members of AAF Spokane membership about the group, membership fees, benefits, access to national AAF resources, upcoming events, etc.
- Managing member database and keep contact information updated

#### Qualifications

- Knowledge of the mission and goals of AAF Spokane and the National organization

- Familiarity with database management
- Strong communication and facilitation skills
- Strong networking base amid the Greater Spokane area marketing community

### **COMMUNICATIONS COMMITTEE MEMBER - VISUAL COMMUNICATIONS**

- Co-developing an annual communication strategy with the Communications Chair. Strategy to be presented at annual board retreat
- Leading design, programming and implementation of all scheduled eBlast communications
- Developing design assets /graphics for eBlasts, social media posts, other graphics identified by the Communication Chair and board
- Co-managing eBlast distribution database with Communication Chair
- Supporting Communications Chair with other communications related tasks as needed, including but not limited to social media posting, event planning, media relations tasks

#### Qualifications

- Knowledge of the mission and goals of AAF Spokane and the National organization
- Familiarity with best practices for social media management
- Strong communication and facilitation skills
- Graphic design ability
- Knowledge of eBlast platforms such as Constant Contact, Mailchimp, etc.
- A basic knowledge of html / css for managing email blasts and website
- Familiarity with online analytics to strategize communication policies
- PR knowledge preferred

### **ADDY AWARDS CHAIR**

- Adhering to all general Board of Director responsibilities, outlined earlier in this document
- Develop proposed strategy, theme, dates, venue, for annual Addy Awards including Call for Entries, Judging, and Awards Show. Must be approved by the board of directors
- Book venue, secure catering (if necessary), photographer / videographer (if necessary)
- Recruit, manage and lead Addy Award Committee including: Call for Entries Manager, Entry Audit Manager, Judging Manager, Awards Show Manager, Script Manager, Decorations Manager, Slideshow Manager, Award Manager, Addy Design Team, Addy Sponsorship Chair, other committee members as necessary
- With Entry Audit Manager, generate filing system for all awards prior to Call for Entries and keep physician entries sorted / stored through Judging

- Oversee Auditing of award entries in the days following Call for Entries closure. Identify entries that did not meet entry standards and send notifications for disqualification to entrants
- With Judging Manager, mail on Gold and Silver judged entries on to Districts for second round judging
- Continue storage of losing award entries for two weeks after the Addy Awards Show for any entrants to come pick up entries; after two weeks, discard of losing entries

#### Qualifications

- Previous event planning experience
- Previous project management experience
- Excellent communication skills
- Prior experience on Addy Award Committee

#### **INTERACTIVE CHAIR**

- Adhering to all general Board of Director responsibilities, outlined earlier in this document
- Manage the AAF website and respond to any IT difficulties experienced by the board, AAF membership or others seeking to interact with the site
- Oversee and manage integration of any new web assets provided by AAF National including new websites, communication databases, member / user portals, etc.

#### Qualifications

- Web development and/or design experience

#### **STUDENT LIAISON**

- Adhering to all general Board of Director responsibilities, outlined earlier in this document
- Coordinate communications to local university students, professors, marketing / administration teams as necessary for event logistics and communication: universities include Spokane Falls Community College, Eastern Washington University, North Idaho College, Gonzaga University, Whitworth University, Washington State University and University of Idaho
- Recruit student volunteers from area universities for relevant events as directed by event chairs and the board; manage volunteers at events, providing direction, keeping them organized on-task / informed
- Promote AAF Spokane membership and events to students, students associations / clubs at area universities



- Ensure relevant professors, program heads, student club leaders are accounted for in communications database by providing names and contact information and university name to Communications Chair

### **SCHOLARSHIP EVENT CHAIR**

- Adhering to all general Board of Director responsibilities, outlined earlier in this document
- Leading planning and coordination of AAF Spokane's student scholarship event including theme, dates, venue, etc.
- Manage dedicated event budget, coordinating with AAF board and relevant vendors needed for the event

### Qualifications

- Knowledge of the mission and goals of AAF Spokane and the National organization
- Previous event planning experience

### **PAST PRESIDENT / ADVISOR TO THE BOARD**

- Adhering to all general Board of Director responsibilities, outlined earlier in this document
- Serve on the AAF Board in an advisory capacity to current president and other board members to impart history, background and experience to the next generation of AAF Board members
- Assist other board members with tasks as necessary