



**BOARD OF DIRECTORS
Duties & Responsibilities
August 2018**

1.0 TITLE: DIRECTOR (COMMUNICATION & MARKETING)

2.0 Summary

As a Member of the Board of BYC, Director (Communication & Marketing) is responsible for working with the Commodore and Club General Manager to coordinate marketing development at BYC. The Director (Communication & Marketing) Duties and Responsibilities are subject to the BYC Bylaws, Regulations, Policies and Procedures, priorities and directions as determined by the Board.

3.0 BOARD DUTIES AND RESPONSIBILITIES

3.1 Governance

As a Director, the incumbent is responsible to:

- (a) exercise the care, diligence and skill that a reasonably prudent person would exercise in comparable circumstances;
- (b) act honestly and in the utmost good faith towards the Club in dealing with it or on its behalf; *(By-law 9.6)*;
- (c) keep all BOD and Member information confidential;
- (d) participate in monthly and special Board meetings, prepare for meetings by reading materials, and submitting motions and supporting materials in accordance with current BYC Policy and Procedures;
- (e) remain current with BYC By-law, Regulations, Policies and Procedures;
- (f) contribute to the formulation of BYC's By-law, Regulations, Policies and Procedures, plans, and programmes;
- (g) keep the BOD advised on the implementation of BYC priorities;
- (h) facilitate Board decision-making through the provision of timely and accurate research, statistics, reports and expert advice;
- (i) implement Board decisions in a timely fashion;
- (j) adhere to Board decisions once taken;
- (k) undertake special projects as agreed upon with the Board;
- (l) work with the Board on the development of strategic direction, short and long-range plans and measurable goals;
- (m) verify that strategic and operational planning processes gives due consideration to financial risks, financial sustainability, governance, resource allocation and performance monitoring;



- (n) verify that BYC programmes, activities and projects follow laws, BYC By-law, Regulations, Policies and Procedures;
- (o) assist in the establishment, maintenance, monitoring and review of the BYC system of internal control to mitigate risks;
- (o) assure the effectiveness and efficiency of programmes, operations and resource management, including safeguarding of assets;
- (p) where applicable, verify that employees are hired, and goods and services are acquired, in a manner that enhances access, competition and fairness and results in the best value or, if appropriate, the optimal balance of benefits to BYC and its members; and
- (q) promote the integration of services and co-operation between the various Board portfolios.

3.2 Financial Management

As a Director, the incumbent is responsible to:

- (a) provide input on the development of the annual BYC budget and other financial documents;
- (b) comply with laws, BYC By-laws, Regulations, Policies and Procedures, and delegated authorities;
- (c) provide leadership by demonstrating responsibility, transparency, accountability, and ethical conduct in resource management; (*moved from 3.4 Financial Management*) and
- (d) manage financial resources to comply with law, the BYC By-law, Regulations, and Policy and Procedures; (*moved from 3.4 Financial Management*)

3.3 Human Resources Management

As a Director, the incumbent is responsible to:

- (a) provide input to the Annual Personnel Evaluation of the General Manager, and House Staff as requested by the Commodore;
- (b) provide overall leadership and management to BYC; and
- (c) contribute to the development of BYC Policies and Procedures.

3.4 Community Liaison

As a Director, the incumbent is responsible to:

- (a) contribute to the public relations strategy to keep the broader community informed about the programmes and services offered by BYC; and
- (b) aid in member recruitment.

4.0 PORTFOLIO DUTIES AND RESPONSIBILITIES

4.1 Operations

As the Director (Communications & Marketing), the incumbent is responsible to:



- (a) adhere to an acceptable standard of care in managing the BYC Marketing and Public Relations with the due diligence that a reasonably prudent person would exercise in comparable circumstances;
- (b) promote the advantages of BYC membership and secure new memberships wherever possible;
- (c) engage other members in the recruitment and retention of new members;
- (d) monitor renewals, perform selected exit interviews of resigned members, and recommend programmes to improve member retention;
- (e) answer enquiries and proactively communicates membership programmes and benefits through the Full & By, the Club website and other means in collaboration with the Director (Membership);
- (f) develop and direct general marketing campaigns to promote BYC and grow revenues in membership, harbour and outside events business lines;
- (g) collaborate with other Directors to design and/or develop promotional materials and create and maintain website content;
- (h) collaborate with the Director (Membership) to verify that publicity and advertising are aligned with the marketing priorities;
- (i) be responsible for the production, publication and improvement of the Full & By
- (j) liaise with other organizations to promote marketing partnerships; and
- (k) perform other duties and responsibilities prescribed from time to time by the Board or incident to the office of the Director (Communications & Marketing).

4.2 Financial Management

As the Director (Communications & Marketing), the incumbent is responsible to:

- (a) provide input on the development of the annual marketing budget;
- (b) implement the Communication and Marketing Budget in coordination with the Honorary Treasurer and the Club General Manager;
- (c) work closely with the BYC General Manager to manage marketing initiatives;
- (d) assist in the negotiation of contracts;
- (e) ensure, in conjunction with the General Manager, that all contract responsibilities and obligations are fulfilled;
- (g) comply with, in conjunction with the General Manager, delegated and assigned financial authorities, responsibilities, and accountabilities;
- (h) implement, in conjunction with the General Manager, internal controls to mitigate risk in the effectiveness and efficiency of programmes, operations and resource management, including the safeguarding of assets; and
- (i) seek the advice and support of the Honorary Treasurer and the General Manager on:



(1) the development and maintenance of an effective financial management, risk and control framework over the Portfolio, and on the integration of financial and related non-financial information; and

(2) financial management, control, and financial reporting.

4.3 Member Liaison

As the Director (Communications & Marketing), the incumbent is responsible to:

- (a) develop the Communications & Marketing strategy to keep BYC members informed about the programmes and services offered by BYC;
- (b) identify, assess and review BYC member needs and resources;
- (c) develop and maintain effective relationships with BYC members and in particular the members affected by this portfolio;
- (d) act as a spokesperson for Communications & Marketing as needed; and
- (e) prepare and submit Communications & Marketing information articles for publication in the Full & By.

4.4 Programme / Service Development

As the Director (Communications & Marketing), the incumbent is responsible to:

- (a) oversee the development of programmes and services in this portfolio as required;
- (b) provide support, and advice to BYC General Manager; and
- (c) verify implementation and evaluation of programmes and services in the portfolio.

4.5 Committees

As the Director (Communications & Marketing), the incumbent is responsible to:

- (a) establish and confirm the terms of reference for the Communications & Marketing Committee.
- (b) chair the Committee; and
- (c) report to the Board on the work of the Committee.

4.6 Records Management

As the Dir (Communications & Marketing), the incumbent is responsible to:

- (a) maintain key portfolio documents; and
- (b) ensure applicable documents and records are communicated as required and stored in the designated repository in order to facilitate future access and programme continuity.

4.7 Continuity and Turn-Over

The outgoing Dir (Communications & Marketing), is responsible to ensure smooth transition and



programme continuity to the incoming Dir (Communications & Marketing) by:

- (a) communicating details of the role and the pending social events and activities;
- (b) transferring key portfolio documents, records on committee membership and operating instructions; and
- (c) participating on the Communication & Marketing Committee in an advisory role for a minimum of one year.

(Approved: Minutes BOD Meeting 17XXXX Item XXX)

DRAFT