

Saskatchewan Professional Marketing Association (SPMA)

Board Position Descriptions - Vice President

General Expectations of All Board Members

All Board members are expected to:

- Attend monthly Board meetings, the Annual General Meeting (AGM), and strategic planning sessions.
- Actively participate in Board discussions and decision-making.
- Act in the best interests of the organization and its members.
- Uphold the SPMA's mission, values, bylaws, policies, and strategic direction.
- Develop annual goals and budgets for their portfolio.
- Monitor portfolio performance and budget and provide regular updates to the Board.
- Recruit, onboard, mentor, recognize, and support volunteers within their portfolio.
- Establish committees or working groups as required and report committee activities to the Board.
- Collaborate with other Directors to deliver programming, events, sponsorship opportunities, and member value.
- Support succession planning and leadership development within the organization.

Position Purpose

The Vice President supports the President in the leadership of the organization and serves as the designated successor to the President. The Vice President provides continuity of leadership, supports strategic initiatives, and leads governance reviews, including recommendations for bylaw updates and revisions.

Time Commitment

Approximately 8–20 hours per month.

Responsibilities

- Support the President in achieving organizational goals.
- Assume Presidential responsibilities when required.
- Lead special projects as assigned by the Board.
- Review bylaws, governance documents, and policies and recommend revisions where appropriate.
- Assist with strategic planning initiatives.
- Support Board recruitment and succession planning efforts.
- Build knowledge and experience required for future transition into the President role.
- Serve as a resource and mentor to Directors and volunteers.

Success Measures

- Effective support provided to the President and Board.
- Governance documents remain current and relevant.
- Leadership continuity is maintained.
- Successful transition planning for future leadership positions.