

Saskatchewan Professional Marketing Association (SPMA)

Board Position Descriptions

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.
 - Document and maintain organized records of functions of role or portfolio.
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President

Position Purpose

The President serves as the chief volunteer leader of the SPMA and is responsible for providing strategic direction, organizational leadership, and governance oversight. The President ensures the Board operates effectively, maintains compliance with organizational bylaws and policies, and advances the mission and long-term sustainability of the association.

Time Commitment

- Approximately 10–25 hours per month

Responsibilities

- Lead the strategic direction of the organization.
- Chair Board meetings, the AGM, and strategic planning sessions.
- Serve as the primary spokesperson for the organization.
- Build and maintain relationships with industry partners, sponsors, stakeholders, and community organizations.
- Support and mentor Board members in their leadership roles.
- Oversee Board recruitment, succession planning, and organizational leadership development.
- Monitor organizational performance and progress toward strategic goals.
- Ensure compliance with bylaws, policies, governance requirements, and applicable legislation.
- Support the development of annual organizational priorities and budgets.
- Work collaboratively with Directors to resolve organizational challenges and identify opportunities for growth.

Success Measures

- Board positions remain filled and engaged throughout the year.
 - Strategic priorities are achieved.
 - Positive relationships are maintained with key stakeholders.
 - Governance requirements are met.
 - Organizational growth and sustainability are supported.
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Vice President

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

- 3 year term (Vice President, President, Past President)
- Approximately 4–20 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. Action on approved amendments.
- 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.
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Past President

Position Purpose

The Past President provides continuity, historical perspective, and mentorship to the Board. This role supports organizational stability during leadership transitions and serves as an advisor to the President and Board.

Time Commitment

- 1-Year term - last year of 3-year commitment
- Approximately 2–8 hours per month

Responsibilities

- Provide historical context and organizational knowledge.
- Mentor Board members and volunteers.
- Support leadership transitions and succession planning.
- Assist with strategic discussions and decision-making.
- Serve as an advisor to the President and Board.
- Support stakeholder and partner relationships when appropriate.

Success Measures

- Organizational knowledge is preserved.
 - Leadership transitions are successful.
 - Board members have access to mentorship and guidance.
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Treasurer

Position Purpose

The Treasurer oversees the financial stewardship of the SPMA and ensures the organization's resources are managed responsibly and transparently. Liaison between accountants and the Board of Directors.

Time Commitment

- Minimum 1-year term with option for annual re-election
- Approximately 6–15 hours per month

Responsibilities

- Monitor organizational finances and financial performance.
- Prepare and present financial reports to the Board on a monthly basis.
- Develop annual budgets in collaboration with Directors.
- Track revenue, expenses, and cash flow.
- Ensure financial controls and processes are maintained.
- Support event and program budgeting activities.
- Collaborate with accountants and coordinate year-end financial reviews and reporting requirements.
- Provide financial guidance to Directors and their portfolios.

Success Measures

- Accurate financial reporting.
 - Balanced and sustainable budgets.
 - Financial obligations are met on time.
 - Strong financial controls are maintained.
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Secretary

Position Purpose

The Secretary supports effective governance through the management of Board records, meeting documentation, and administrative processes.

Time Commitment

- Minimum 1-year term with option for annual re-election
- Approximately 6–10 hours per month.

Responsibilities

- Prepare and distribute meeting agendas in collaboration with the President.
- Record and maintain Board meeting minutes.
- Maintain official Board records and governance documents.
- Track Board action items and follow-up activities.
- Support AGM preparation and documentation.
- Maintain records of Board decisions and organizational resolutions.
- Assist with governance and administrative requirements.
- Manage physical mailbox, responsible for the keys and regularly checking for mail.
- Own, lead, and maintain task management platform (ie. Clickup) for All Board functions.

Success Measures

- Accurate and timely meeting documentation.
 - Board records remain current and organized.
 - Governance requirements are fulfilled.
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Marketing & Communications Director

Position Purpose

The Marketing & Communications Director is responsible for promoting the SPMA brand, communicating member value, supporting event promotion, supporting volunteer recruitment communication, and overseeing the organization's digital presence.

Time Commitment

- Minimum 1-year term with option for annual re-election
- Approximately 8–25 hours per month.

Responsibilities

- Develop and execute annual communications plans (including email, social media, etc.)
- Promote SPMA initiatives, projects and functions as needed in coordination with all Board members and their portfolios.
- Manage organizational branding and messaging.
- Oversee the SPMA website and coordinate updates through volunteer developers and paid support service providers.
- Manage social media, email marketing, and communication platforms.
- Manage content development that supports member engagement and organizational growth.
- Recruit and manage portfolio volunteers.
- Collaborate with Board of Directors to ensure all SPMA portfolio initiatives are effectively promoted.
- Monitor communications performance and implement improvements as determined by the Board.

Success Measures

- Consistent communications and social media calendar maintained.
 - Website remains current and functional.
 - Events and initiatives are effectively promoted.
 - Member engagement and audience reach on digital platforms continue to grow.
 - Portfolio volunteer engagement remains functional and consistent
 - All Board of Directors report sufficient support in marketing and communications.
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North Growth & Engagement Director

Position Purpose

The North Growth & Engagement Director is responsible for regional engagement functions including membership growth, member retention, sponsorship development, and program delivery within Northern Saskatchewan (Saskatoon and surrounding area).

Time Commitment

- Minimum 1-year term with option for annual re-election
- Approximately 8–25 hours per month.

Responsibilities

- Report membership, sponsorship, and engagement activities to the Board.
- Manage the recruitment, stewardship, and retainment of regional members.
- Collaborate with the South Growth & Engagement Director in various capacities, as determined by the Board.
- Maintain membership records for the northern region, in alignment with full organizational region record keeping best practices.
- Collaborate with other Directors as needed to carry out operational functions of the organization. (ie. regional programming and events, promotion, regional alignment, etc.)
- Build and manage relationships with local organizations, businesses, and marketing professionals.
- Manage the recruitment, stewardship, and retainment of regional sponsors.
- Recruit and manage regional portfolio volunteers.
- Support the coordination and execution of monthly member events.

Success Measures

- Monthly programming delivered September–June.
 - Regional membership retention and growth targets achieved.
 - Regional sponsorship goals achieved.
 - Portfolio volunteer engagement remains functional and consistent
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South Growth & Engagement Director

Position Purpose

The South Growth & Engagement Director is responsible for regional engagement functions including membership growth, member retention, sponsorship development, and program delivery within Southern Saskatchewan (Regina and surrounding area).

Time Commitment

- Minimum 1-year term with option for annual re-election
- Approximately 8–25 hours per month.

Responsibilities

- Report membership, sponsorship, and engagement activities to the Board.
- Manage the recruitment, stewardship, and retainment of regional members.
- Maintain membership records for the northern region, in alignment with full organizational region record keeping best practices.
- Collaborate with other Directors as needed to carry out operational functions of the organization. (ie. regional programming and events, promotion, regional alignment, etc.)
- Build and manage relationships with local organizations, businesses, and marketing professionals.
- Manage the recruitment, stewardship, and retainment of regional sponsors.
- Recruit and manage regional portfolio volunteers.
- Support the coordination and execution of monthly member events.

Success Measures

- Monthly programming delivered September–June.
 - Regional membership retention and growth targets achieved.
 - Regional sponsorship goals achieved.
 - Portfolio volunteer engagement remains functional and consistent
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Director of Programming

Position Purpose

The Director of Programming is responsible for developing the SPMA's overall programming initiatives for professional development, membership engagement and educational interests. The role ensures content remains relevant, engaging, and aligned with member interests and industry trends.

Time Commitment

- Minimum 1-year term with option for annual re-election
- Approximately 8–20 hours per month.

Responsibilities

- Owns the event and programming calendar(s) for all SPMA.
- Collaborate with North and South Growth and Engagement Directors to plan and develop relevant and interesting content and speakers for each region, and for the SPMA organization and province as a whole.
- Research industry trends and emerging industry topics.
- Identify programming opportunities for members.
- Recruit and coordinate speakers, facilitators, and panelists in all regions.
- Support Regional Directors in the delivery of webinars, Lunch & Learns, networking events, workshops, and professional development initiatives.
- Implement programming evaluation and feedback process.
- Collaborate with other Directors as needed to carry out operational functions of the organization.
- Recruit and manage portfolio volunteers.

Success Measures

- Annual programming calendar established and maintained.
 - Diverse and relevant content planned throughout the year.
 - Strong speaker pipeline established and maintained.
 - Portfolio volunteer engagement remains functional and consistent
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Director of Major Events

Position Purpose

The Director of Major Events leads the planning, execution, and evaluation of the SPMA's signature events, mainly FUZE. This role oversees event strategy, content development, volunteer coordination, sponsorship collaboration, and event delivery.

Time Commitment

- Minimum 1-year term with option for annual re-election
- Off-season (June-October): Approximately 3–5 hours per month.
- Event planning season (November-May): Approximately 10–25 hours per month.

Responsibilities

- Lead the planning and execution of FUZE, and other major events approved by the Board of Directors.
- Develop event goals, timelines, budgets, and project workback schedules.
- Recruit and manage event volunteers and committees.
- Coordinate speaker recruitment and event content development. Collaborate with Programming Director.
- Work with the Marketing & Communications Director to promote events.
- Work with the Treasurer to monitor event budgets and financial performance.
- Manage vendors, venues, logistics, operations, and event volunteers.
- Conduct post-event evaluations and recommend improvements.
- Develop volunteer portfolio to ensure resource needs are met and sufficient
- Research funding sources and work with North and South Growth and Engagement Directors to gain and facilitate sponsorship.
- Recruit and manage regional portfolio volunteers.

Success Measures

- Signature events are delivered successfully and on budget.
- Attendance and sponsorship targets are achieved.
- Positive stakeholder experiences are achieved and documented.
- Continuous improvement recommendations are documented and measured.
- Portfolio volunteer engagement remains functional and consistent