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TORONTO BEYOND THE BLUE

EXECUTIVE COMMITTEE ROLES & RESPONSIBILITIES

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| **President**   * Ensures that Executive Committee is running smoothly and adheres to TBTB’s vision, mission and goals * Collaborates and liaises with Vice-President and Directors in areas of marketing, strategic planning, campaigns membership, volunteers etc. * Media & Public relations * Sponsorship and networking opportunities * Scholarship Opportunities * Peer Support Guidelines & Policies * Canada BTB Board representative * BTB Chapter recruitment |  |
| **Vice-President**  Responsibilities:   * Develops criteria, need and mentoring of volunteers * Ensures that TBTB accomplishes tasks to meet its overall goals * Oversee calendar of events & liaises between all Directors to ensure there is no overlap * Drives strategic planning & marketing to ensure TBTB is progressive and adhering to vision, mission and goals * Develops and runs major campaigns * Assumes President role in the event that the President is unable to fulfill duties |  |
| **Director of Communications**  Responsibilities:   * Maintain TBTB website   + ensure function and regular update with current and relevant information. * Receive, review and approve new TBTB member requests and maintain TBTB member database. * Assist President and VP with TBTB social media accounts * Assist President and VP in the creation of monthly newsletter and send out the monthly e-newsletter, including TPA newsletter * To create or curate relevant, interesting and anecdotal articles to be posted on the TBTB website - ideally once per month | Director:  Volunteer(s): |
| **Director of Social Events**  Responsibilities:   * To coordinate 3-4 events annually for TBTB members in which the focus is to socialize; events may include family summer BBQ, Holiday Parties, Couple Socials, Family Member socials, Badge Babies etc. * To liaise with the Director of Communications in a timely manner * Coordinates child care for events * Coordinate with the VP & Directors to create marketing materials that will help raise awareness of the organization and recruit new members | Director:  Volunteer(s): |
| **Director of Educational Events**  Responsibilities:   * To coordinate 3-4 events annually for BTB members in which the focus is education & training; events may include hiring professionals or experts to present on subject matter. * To liaise with the Director of Communications in a timely manner * Coordinates child care for events * Coordinate with the VP & Directors to create marketing materials that will help raise awareness of the organization and recruit new members | Director: Volunteer(s): |
| **Director of Peer Support**  Responsibilities:   * To manage TBTB Peer Support Team * Collaborating with TBTB psychologist * Communications with TBTB membership for purposes of awareness * Pairing the individual accessing peer support with peer supporter, coordinating training for BTB Peer Support Team, oversee policy & procedures & more | Director:  Volunteer(s): |
| **Director of Marketing**  Responsibilities:   * Manage the design, production, distribution & sales of BTB apparel and merchandise * Liaise with all directors to evaluate interests & needs * Work with VP to create speciality materials for campaigns   Potential outlets for selling merchandise:   * BTB online store (currently inactivate) * On-site events * Pre-orders | Director:  Volunteer(s): |
| **Director of Life Events & Benevolence**  Responsibilities:   * To coordinate small gifts, gift cards and items intended to support or celebrate major life events for TBTB members * To coordinate benevolent activities for BTB members in small groups that may include feeding homeless, cooking meals at Ronald McDonald House, etc. | Director: Volunteer(s): |