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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
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| **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
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| **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): |