

COAST WASTE MANAGEMENT ASSOCIATION

DRAFT JOB DESCRIPTION

JOB TITLE: Executive Director

RESPONSIBLE TO: Board of Directors

REPORTS TO: Board Chair or designate

SUMMARY

The primary purpose of the Contract is to carry out the administrative and communications functions of the Association as described below, to implement the Strategic Direction, and to execute the work plan (Attachment A). In addition, the Executive Director will act as the representative of the Association, linking the board of directors and its membership.

PRINCIPAL DUTIES

General

1. Represents the association carrying the message of CWMA as defined in the BC Societies Act, the Constitution and Bylaws and through board policy; keeps directors informed about legislative changes and other waste management issues which impact the association. Maintains the office of the organization as registered under the BC Societies Act.
2. Prioritizes and supports member retention while also identifying and recruiting new members
3. Researches additional funding sources for the association and advises the board
4. Facilitates, coordinates and oversees the annual CWMA conference including but not limited to: program development; booking speakers and venue(s); and soliciting sponsorships, tradeshow exhibitors and delegate registrations . Hires and directs work of sub-contractors as necessary, including, for example, audio visual support, welcome table staff, etc.
5. Facilitates, coordinates and oversees CWMA networking events including but not limited to: program development; booking speakers and venue(s); soliciting sponsorships, exhibitors and delegate registrations

Communications and Administration

1. Develops and implements a social media strategy to increase the CWMA's online presence and brand awareness; strategy to include clearly identified growth targets and supporting policies
2. Maintains all the records of the association including minutes, member registrations and directories, financial accounting records, payables and receivables. Ensures information collection and retention is done in accordance with applicable legislation governing privacy and freedom of information within the Province of British Columbia
3. Coordinates maintenance of and regular updates to the CWMA website; provides regular social media updates and outreach; prepares and distributes the weekly CWMA information update; and provides outreach and communications analytics to the Board on a regular basis

4. Receives and responds to all incoming correspondence, including telephone, fax and e-mail communications
5. Chairs the conference planning committee and schedules and organizes planning committee meetings (estimate five per year), and schedules and attends Board meetings (estimate up to four per year, normally held in conjunction with conference committee meetings)
6. Organizes and facilitates the Annual General Meeting (AGM)
7. Solicits, compiles and analyzes member feedback from all events; prepares and presents an annual report to the Board and Conference Committee summarizing conference performance and member feedback

Financial

1. Prepares and maintains an annual operating budget for the organization, tracks expenses and performance indicators
2. Performs basic accounting functions, including payment of accounts, preparing cheques for signature as needed, and conducting bank and credit card reconciliations
3. Coordinates the preparation of financial statements indicating actual revenue and expenses and budget comparisons for review by the Board, every month
4. Provides all financial information to the auditor and assists in the annual audit of the association's books of account
5. Prepares the Executive Director Quarterly Assurance Report and annual Executive Director's Report for the Annual General Meeting

Strategic Planning

1. Prepares and delivers a survey of member organizations to determine member needs
2. Leads the bi-annual Strategic Planning process and supports the Board in Strategic Planning work. The Strategic Plan will be informed by the member survey and will typically address:
 - Goals, objectives and mission of the association;
 - Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis;
 - Communications and marketing strategies; and
 - Evaluation strategies to monitor effectiveness of the above plans.
3. Attends industry conferences and events (subject to Board approval) to facilitate networking and engagement with new or existing members, to increase the visibility of the organization, and to maintain exposure to industry trends

ATTACHMENT A

SAMPLE ANNUAL WORKPLAN

Month	Category	Activity
Monthly	Financials	Prepares and distributes financial statements and budget report to Directors
Quarterly	Financials	Prepare and distribute Quarterly Assurance report to Directors
January	Membership	Send out membership invoices
January	Financials	Prepare accounts and send financials to Auditor
January	Financials	File GST return
January	Planning	Start Strategic Planning process
February	Luncheon	Networking luncheon # 1
February	Board	Board meeting
February	Luncheon	Send out speakers thank-you's
March	Conference	Conference Committee meeting
March	AGM	Send out call for board nominations six weeks prior to AGM
March	AGM	Send out notice of AGM four weeks prior
April	AGM	Draft AGM Agenda
April	Board	Board meeting
April	AGM	Finalize AGM Agenda
April	Travel	Attend SWANA conference - BC
April	AGM	Advise members who nominees for BoD positions are
April	Conference	Conference Committee meeting
April	AGM	Prepare AGM Executive Director's report
April	AGM	AGM and Networking luncheon #2
May	AGM	Send out speakers thank-you's
May	AGM	Report and file Societies Act
May	AGM	File names of new directors with credit union
May	AGM	Advise media names of new directors
May	AGM	Update website with names of new directors
June	Travel	Attend RCBC conference - BC
June	Conference	Conference Committee meeting
June	Board	Board Meeting
June	Luncheon	Networking luncheon #3
June	Conference	Conference Committee meeting
July	Membership	Membership outreach
August	Conference	Solicit sponsorships
September	Membership	Membership outreach
September	Board	Board Meeting
September	Newsletter	Circulate conference information to all contacts
September	Conference	Conference Committee
October	Conference	Conference Committee
October	Conference	Preparations - Finalize Director roles
October	Conference	Conference Committee
October	Conference	Preparations
October	Conference	CWMA Conference - Victoria
November	Travel	Attend NZWC conference - BC
November	Conference	Send thank-you's tabulate evaluations
December	Conference	Conference Committee review and financials

December	Board	Board Meeting
December	Admin	Draft following year Work Plan
December	Newsletter	Send Seasons Greetings and newsletter to all contacts in database