



IABC Ottawa Board of Directors: Vice President, Website

Position	Vice President, Website
Description	The Vice President, Website is responsible for maintaining and optimizing the IABC Ottawa website, as well as developing a blog for the chapter. They manage a team of volunteers.
Responsibilities	<ul style="list-style-type: none">• Develop a website strategy for the 2021-22 season with a focus on SEO.• Create monthly blog posts featuring the IABC community and the communications community at large in Ottawa with a focus on storytelling.• Maintain the events calendar with IABC Ottawa programming.• Produce post-event blog posts alongside the Vice President, Professional Development.
Volunteers	<p>The Vice President, Website will work with the Vice President, Leadership Development to recruit and train new volunteers for the portfolio, if applicable.</p> <p>The recommended Directors (also known as volunteers) roles to support this role are:</p> <ul style="list-style-type: none">• Director, Blog• Director, Analytics• Direct, Website Events

Expectations

- Deliver on the goals you set for your portfolio.
- Collaborate with other portfolios to support the chapter's strategic vision.
- Uphold IABC's Vision, Core Values and Guiding Principles.
- Learn something new! As a volunteer-run organization we encourage and support personal and professional growth.
- With the VP, Finance set your budget for the season.
- Develop monthly board reports and attend 1-hour monthly evening meetings (virtual until further notice due to COVID-19) on the second Tuesday of every month.
- Attend a minimum of four events throughout the year – they are free for Board members.
- Monitor your IABC Ottawa email.

Values

IABC Ottawa focuses on connecting you with the people and insights you need to thrive in your career. Whether you are a communicator, marketer, or creative professional, we connect you to the opportunities, resources, people, and information you need to advance.



International Association
of Business Communicators
Ottawa

Adopted during the 2020-21 season, the IABC Ottawa Board of Directors have identified a set of core values to guide our work. As chapter leaders we value: leadership, growth, teamwork and connection.

Guiding Principles

As a chapter of a diverse, international community, IABC Ottawa welcomes communication professionals of all levels and practices. We embrace diverse viewpoints, encourage conversation and celebrate cultural differences. We believe these differences benefit our community and that we are more enlightened, well informed, and successful when we honour our unique experiences and perspectives. We require only that all of our members and individuals who engage with our programming abide by the [IABC Code of Ethics](#) and [Code of Conduct](#).

We recognize that creating and fostering a diverse, equitable and inclusive community is an ongoing process. In order for us to change systems of oppression we can't use the same thinking that created them. We are committed to doing the ongoing work required to create a safe space for everyone who engages with our programming and listening and learning to your ongoing feedback.