

## **Services and Athletics: Vice President Duties, Desired Attributes and Workload (October 2023)**

The VP – Services and Athletics supports the ACC’s membership development and retention objectives, including the Club’s involvement in competition sports.

The VP - Services and Athletics is responsible for the following:

1. Implementing measures designed to enhance membership recruitment and retention effectiveness, and volunteer leadership development and recognition, including the ACC Awards program.
2. Communication with members, welcoming new members to the Club, and recognizing renewing members for ongoing membership through the ACC Heritage Club.
3. Enhancing the relevance and effectiveness of the website, newsnet, and other means of communicating with members.
4. Supervising media relations, developing the ACC brand, and promoting the Club to external audiences.
5. ACC involvement in competitive mountain sports.

Desired Attributes, Competencies

1. Demonstrate general knowledge of Club services of the ACC to the members.
2. General knowledge of competitive mountain sports organization and structures.
3. Ability to create and maintain a high-level understanding of what the Club is doing and a meaningful appreciation of the ACC’s social culture.
4. Demonstrate an ability to assess how well Club activities and functions both align with the needs and expectations of Club members and support the social culture of the organization.
5. An imaginative approach to identifying new opportunities to deliver value to current members or reach out to prospective members.
6. A history of broad involvement in activities aligned with the ACC (though not limited to activity within the Club such as membership, Section affiliation, trip leadership, GMC or national trip participation etc.) in order to ‘anchor’ the VP’s judgment around the Club’s social culture and member value and services.
7. Basic knowledge of the governance of charitable organizations in Canada, including liability insurance.
8. Experience in budget preparation and execution.
9. Strong communications skills, and a working knowledge/experience in organizational communications, including media relations, social media and web-based membership service delivery.

Expected Workload:

Board member work (every Board member), annualized:

1. Board member general work: on average 10 hours of board-related work per month. This doesn't always happen monthly. As a result, the hours can be longer on every other month.
2. Six board meetings in each year (Jan, May, Jul, Sept, Oct, Dec). Two to three of the meetings are in in-person on weekends (spring Annual General Meeting, the fall Annual Dinner, as well as a hut-based summer weekend event). The balance of meetings are held online. Shorter online meetings are typically held at or close to the end of a work day.

VP - Services and Athletics Work (In addition to general board member work): 108 hrs annually  
(Approx. 2 hrs/week)

- Chairs the Awards Committee (per new Terms of Reference for that committee).
- Sits on Mountain Guides Ball committee.
- Represents the ACC through its membership in Climbing Escalade Canada (and, ad hoc, Skimo and UIAA Ice Climbing.)