

## **TERMS OF REFERENCE**

Portfolio: External Relations

### **Role Overview and Scope of Position**

The External Relations Portfolio of the Board's purpose is to engage and manage relationships with designated external entities deemed important to the organization. The specific intent of this engagement is to build awareness and enhance the CFA brand and charter, along with the profile of the CFA Society Toronto (the Society) and CFA Institute.

### **Responsibilities and Reporting**

- To increase the awareness of the CFA charter and the Society
- To participate in the Society's events on a regular basis
- A commitment to support decisions and direction set by the Board
- To contribute to an environment of mutual respect between the Society's employees, volunteers and Board members
- To attend board meetings on a regular basis
- Comply with the by-laws and policies of the Society
- To work in collaboration with the CEO and other stakeholders to build and maintain strong and active relationships, activity levels and connectivity with external groups, such as but not limited to regulators, government agencies, other associations, universities and other communities.

### **Deliverables**

- Develop and recruit volunteers to establish an External Relations (Outreach) Committee
- Define five verticals of this portfolio and how the Society should engage with them- regulators, government agencies, other associations, universities, and community
- To identify and share with the board the primary external stakeholder organizations and associations with which to engage with on behalf of the Society
- In conjunction with the Board Member responsible for Board Members at Large, establish and maintain contacts with select regulators [ie: OSC, IIROC] and other professional organizations to ensure an ongoing dialogue that promotes the CFA charter and society membership
- To establish a baseline for measuring engagement with outreach partners and review on an annual basis
- To be a conduit of information to the board on all initiatives within the portfolio

### **Term and Time Commitment**

- 10 board meetings per annum
- Additional 4 hours per month of volunteer time
- One-year term renewable for three consecutive terms

### **Competencies and Qualifications**

- Member in good standing of the society
- Strong knowledge and/or commitment to build strong knowledge of the Society, CFA Institute and industry
- Demonstrated commitment to the mission, strategies, and work of the Society
- Previous volunteer experience with the Society
- Strong verbal and written communication skills
- Proven ability to lead and work with a diverse team
- Solid reputation and strong industry relationships with influencers

In addition, as a Portfolio of the Board, the member should be familiar with and abide by the following responsibilities and duties:

- Strategic Planning - Board members are responsible for setting the overall direction for the society, developing plans to support the society's goals, and ensuring that resource allocation is optimized to achieve these goals.
- Board duties - Board members should act with integrity and in the best interests of the society. They are responsible for (a) ensuring an appropriate governance structure for the society; (b) developing policies and procedures to support the organization's purpose, mission, and integrity; and (c) monitoring and making informed decisions regarding the Society's activities and programs, products, and services
- Financial stewardship - Board members are responsible for monitoring, protecting, and expanding the Society's financial resources and ensuring compliance with reporting requirements.

### **Review**

- The Portfolio's Terms of Reference should be reviewed every three years.