

**TERMS OF REFERENCE**  
**Portfolio: Member Services**

**Role Overview and Scope of Position**

The Member Services Chair is a Member of the Board whose purpose is plan and provide strategic direction for the execution of the member services for the CFA Society Toronto (the Society) through the relevant committees and to enhance overall member engagement.

**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
- Provide leadership, strategic ideas and oversight to the Chairs of the Member Communications, Professional Development and Mentorship Committees, who in turn have responsibility to manage and motivate members of their own respective committees
- Ensure appropriate social media presence from the Member Communications Committee
- Provide oversight for the Analyst publication in conjunction with the Member Communication Chair
- Engagement with membership to identify opportunities to enhance member value
- Liaise with Programming Chair and others, as appropriate, to review best practices and identify opportunities to collaborate and streamline across applicable portfolios
- Liaise with relevant staff at the Society to ensure services are supported and delivered in a seamless and cost-effective manner

**Deliverables**

- To be a conduit of information to the Board on all initiatives within the portfolio
- Provide and implement strategic ideas, recommendations and objectives in conjunction with each relevant Committee Chair at the beginning of each year to ensure the Society services remain relevant and are in line with the Society strategic plan
- Provide a year-end review of said activities and reset ideas, recommendations and objectives appropriately
- Provide a summary report to the board including recommendations to enhance member services and value

**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
- Previous management/leadership experience
- Excellent organization skills, ability to motivate and delegate
- Prior experience as a committee member preferred
- Exposure to/experience with communication activities in other organizations considered an asset
- Coaching, mentoring volunteers and other not-for-profit/community initiatives considered an asset

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.