



Board of Director Position Descriptions

NOTE: These capsule descriptions focus on the core responsibilities of each director position, to be augmented by strong committees.

President:

Serves as lead trustee and presiding officer of the board and executive committee; plans and conducts board retreat, leads board and monthly chapter meetings; acts as chapter spokesperson; participates in NAWBO National's President's Assembly and represents one vote for Charlotte chapter for any required national votes; can appoint board of director replacement in instance of any resignations that occur over course of year; encouraged to represent chapter at NAWBO National conferences.

President-Elect:

Lead board and monthly chapter meetings in President's absence; lead any special projects as assigned by President; participate in NAWBO National's President's Assembly and represent one vote for Charlotte chapter in local chapter president's absence; encouraged to represent chapter at NAWBO national conferences.

****The President-Elect will serve on the board for a total of three years: Year 1 – President-Elect; Year 2 – President; Year 3 – Immediate Past**

Treasurer (Two-year position):

Lead steward of chapter's finances; develop annual budget and assist other directors with creating their individual budget proposals; work with chapter's bookkeeper to assist in process of bill payments and deposits; provide monthly financial statement to the board; chair the Finance committee (meant to offer form of checks and balance as well as potential forecasting); ensure all tax documents are submitted accurately and on time.

Secretary (Two-year position):

Maintain chapter records including minutes of all board meetings (especially results of any votes or explanation of establishment of new policies or guidelines; distribute minutes for review to all directors in timely manner; records act as "institutional history" for chapter.

Immediate Past President:

Lead board of directors nominating process; assist in special projects/tasks as assigned by President, or initiated on their own; assist in recruitment for replacement board members and committee members; support the other board members by acting as a defacto committee member; represent the Chapter at business community functions as possible; encouraged to attend NAWBO national conferences.

Vice President of Diversity, Equity, Inclusion & Belonging (DEIB) (Two-Year Position)

Serves on the Executive Committee. Establish goals and KPI's to increase DEI&B among the Chapter's membership, corporate partners and other stakeholders. Serve on the nominating committee to ensure the Board composition not only reflects the Chapter's values and beliefs but to also draw on the skills, talents and perspectives of a board and diverse range of leaders.

Connects Director (Two-year position):

Main responsibility is the active recruitment of new members and new members' active participation in the organization, working with the Member Services Director. Facilitate two recruitment events per year, two orientation events per year, the coordination of NAWBO Connects, and attendance/table displays at various local networking and business events, work with National's management team to ensure the membership roster and the dues received from the national office are accurate.

Member Services Director (Two-year position):

Ensures members receive services and benefits that illustrate the value of their membership. Coordinates meeting greeters, member appreciation events, and Member Partner program. Monitors member renewal dates and conduct frequent communication to obtain member feedback, and gain suggestions for program and benefit improvements. Works closely with all board directors.

Community Relations Director – Corporate Partnerships (Two-year position):

This area encompasses relationships with corporations, non-profits, and educational institutions. The Director must be well-versed in the chapter and its history, and be comfortable in a team effort of identifying and actively pursuing funds for the chapter. Funds may be applied to the chapter's operating budget or 501-c3 fund. The chapter is also making efforts to develop and execute community outreach initiatives (philanthropy).

Education Director:

NAWBO sets itself apart by being the only organization specifically for women business owners. It's important to offer opportunities for learning that apply directly to this unique demographic. Education is offered in the form of the selection of monthly meeting speakers as well as maintaining a Speakers Bureau. In order to offer a more long-term approach to board succession, the goal is for this team to initiate a woman's leadership development program.

Marketing Director:

This Director and committee is responsible for projecting the approved image for the chapter. Working with a committee, this includes promotional materials, e-newsletter content, advertising, social media, and helping to generate publicity opportunities, coordinating with others on the board. Promoting events and chapter news is a significant part of this area – including social media strategy, and frequent posting on social media platforms, creating monthly meeting programs and collecting photos.

Special Events Director:

Through two signature events, this area places the chapter on stage for the entire Charlotte business community. The Holiday Social replaces the December monthly meeting and the Annual Awards celebration replaces the May monthly meeting. Creating a celebratory event that strikes a balance between class and cost effectiveness requires a strong team willing to identify event sponsors (both cash and in-kind), event venues and a solid event promotion strategy, working closely with the other Directors. Additionally, this position is responsible for planning the members-only wine socials, and coordinated socials with other organizations – such as Success in the Queen City.

Advocacy Director:

The NAWBO organization was founded with the original purpose to affect public policy. This area's focus is to increase awareness of public policy and it is important to her success (and the success of other women business owners). Involvement in (or awareness of) NAWBO national's strategic alliance, WIPP, is encouraged as well as participating in NAWBO national's Public Policy Forum. Recent efforts to increase awareness include public policy tidbits shared at the meetings and in the e-newsletter and director participation on both city and county advisory committees.

****This position is encouraged to attend the NAWBO national Public Policy Days conference in Washington, D.C.****

Mastermind Coordinator: (Two Year Position)

Coordinates the creation, maintenance and support of the NAWBO Charlotte Mastermind Groups. The coordinator is responsible for guiding, supporting existing groups and maintaining communication with the group champions and handling any problems that may arise. They also handle communications between the board and MM Champions and members and place members into groups or create new Mastermind groups as appropriate. This person should also assist in the promotion of the MM program.