

Professional Writers Association of Canada Executive Director Job Description

Position Summary: The Executive Director (ED) is the senior staff member of the Professional Writers Association of Canada (PWAC) which serves over 600 non-fiction freelance writers across the country. The Executive Director is responsible for the day-to-day operations and management of the organization, and supervises other staff and contract employees. The Executive Director ensures that members' needs are met through delivery of services, mediation, professional development and communications about the industry. The ED, in conjunction with the President, is responsible for representing PWAC in the media, and within the writing and publishing industry generally.

Reporting Relationship: The ED reports to the PWAC President, and consults with the Core Executive (President, Vice President, Treasurer and Past President) or the Board as a whole, as needed.

Hours of Work: While this job requires some flexibility in terms of hours (i.e. occasional evening and weekend meetings) the majority of the work occurs during regular business hours.

Location: PWAC's National Office is based in downtown Toronto. The ED is expected to maintain regular office hours. Some travel is required.

Salary: \$45,000 to \$55,000 (starting, to be negotiated). Benefits are underdevelopment.

Duties and Responsibilities

Member Relations (10%) - PWAC members work in many areas: corporate, magazine, trade magazines, training, teaching, web writing etc. As an association the overarching goal is to represent those members and to help them succeed in their careers by providing networking, professional development, mediation, discount services and other supports. PWAC has a strong chapter-based membership system which assists in providing support for members. The Executive Director responds to, or redirects to an appropriate source, member concerns and issues that arise including:

- Overseeing the delivery of membership services to the members through directing staff or committees to take appropriate action;
- Engaging in mediation with editors/publishers on behalf of a member;
- Ensuring members are made aware of industry issues through regular bulletins;
- Conducts consultations of members (through surveys) as needed, or as directed by the Board of Directors; and
- Being available for consultation with members over any problems they might have relating to PWAC's operations or services if issues haven't been resolved with other staff or through chapters/Regional Directors.

Industry & Government Relations (20%) - PWAC enjoys a solid reputation with the publishing and writing industry as an organization that is aware of the issues, and that represents and educates its members. PWAC is a leading voice within the sector on issues such as contracts, rates, writing and publishing best practices and copyright. The Executive Director is responsible for representing PWAC publicly and within the industry, including:

- Attending meetings with industry partners and participating in industry committees or task forces (in consultation with the Board);
- Communicating PWAC's interests to the broader industry and vice versa;
- Representing PWAC's to the various levels of government, as applicable; and
- Advising on, and implementing strategies with regard to, fostering relations between the association and other bodies (such as government, industry, and other associations).

Staff (10%) - The Executive Director is responsible for staff oversight. There is currently one full-time staff member (the Associate Director), as well as a bookkeeper and contract staff from time-to-time.

Responsibilities include:

- Coordinating staffing and office procedures including day-to-day management of core, contract and special project staff;
- Preparing job descriptions, and ensuring they are up-to-date;
- Negotiating contracts with staff;
- Evaluating core staff performance and presenting results and recommendations to the Board of Directors; and
- In consultation with the Executive: hires, fires, and sets starting salaries.

Finance (10%) - The Executive Director is responsible for the financial management of the organization including:

- In conjunction with the bookkeeper: Ensuring that bookkeeping is maintained and records are up-to-date and accurate;
- Exercising budgetary control and overseeing expenditures;
- Preparing actual and proposed budgets for the consideration by the Board;
- Supervising collection, recording and receipts for membership and chapter dues;
- Acting as a liaison with the auditor;
- Preparing grant applications and providing financial liaison with funding bodies; and
- Exploring alternative and new sources of funding for the association.

Communication (10%) - The ED oversees all communications – both internal and external – of the association including:

- Communicating with members through the website, blog, PWAC Contact, member bulletins and other methods (ie Facebook, twitter);
- Promoting PWAC publicly through the blog, website, and emails to industry partners;
- Ensuring that communication tools and promotional materials that reflect the goals and activities of PWAC;
- In the absence of the Associate Director, handling public inquiries or directing them to the appropriate person within PWAC; and
- In consultation with the President: Undertaking media relations on issues pertaining to PWAC and for the association's promotion.

PWAC Committees (10%) - The PWAC Board has several standing committees and also creates ad hoc or sub-committees for specific initiatives. Committees are given direction for tasks to carry out during the year. Committees are composed of Board and member co-chairs, member volunteers, and staff as appropriate. ED's responsibilities to committees include:

- Providing support services to PWAC Committees and committee members as required, or as directed by the Board;
- Participating in committees or working groups as directed by the Board; and
- Ensuring the committees prepare reports on their activities.

Board Relations (15%) - The ED works in coordination with the Board. While the Board uses a modified policy model of governance (based on the Carver Policy Governance® model), the Board is also a working board in that board members sit as Co-Chairs of Committees, and also take on special project initiatives. The ED's responsibilities in this area include:

- Keeping the President (and Core Executive and whole Board when appropriate) informed on workings and critical issues related to the association, financial status, staffing etc.;
- Participating in the PWAC Board listserv;
- Keeping the Board informed on developments in the writing and publishing industry and suggesting action where appropriate;
- Attending weekend long Board meetings (Fall, Spring, and pre/post AGM);
- Preparing packages for Board meetings;
- Suggesting ways to promote membership growth and the overall operational health of the association;
- Carrying out policies and directions from the Board of Directors, and where appropriate, the AGM; and
- Providing counsel and advice on developing specific policies, when appropriate.

National Conference/Annual General Meeting (15%): PWAC holds an Annual General Meeting as part of its National Conference. The location for the National Conference changes from year to year. The PWAC ED is responsible for:

- In conjunction with the President: Preparing and analyzing the "PWAC Should" survey in advance of the AGM;
- Supporting the local Chapter responsible for holding the National Conference;
- Attending the National Conference and AGM;
- Preparing agendas and all documentation, including ballots, needed for discussion and supervising the recording of minutes and notes;
- Being completely familiar with the by-laws and constitution of the association and ensuring adherence to same; and
- Reporting the proceedings to the appropriate bodies where legally required to do so.

The Executive Director will also carry out other duties as necessary, or as assigned by the Board of Directors.