



2025 VOLUNTEER – ROLES AND RESPONSIBILITIES

FINANCIAL LITERACY (ONE ROLE AVAILABLE)

Position

Reporting to the Director of Financial Literacy, you hold the responsibility for the comprehensive development and implementation of the Association's financial literacy program. The primary aim is to promote financial wellness among members and the general public.

Responsibilities

- Formulate and execute strategies to deliver the financial literacy program to members, youth, and the general public.
- Recruit and oversee a team dedicated to preparing and delivering program materials, both online and/or in print.
- Actively engage with speakers and organizations, whether educational or otherwise, to establish partnerships for the effective delivery of the financial literacy program.

CORPORATE PARTNERSHIP (ONE ROLE AVAILABLE)

Position

Reporting to the Director of Corporate Partnership, you will be responsible for spearheading all facets of a sponsorship program, aiming to fortify the Association in accomplishing its mission and objectives. The role also centers on cultivating and nurturing relationships with corporate partners.

Responsibilities

- Develop and execute a comprehensive sponsorship plan to amplify funding for the Association's programs.
- Oversee sponsor prospecting, proposal customization and presentation, contract revision and servicing, sponsor follow-up and support, and representation of the Association at various functions as required.
- Stay updated on market trends, sponsorship/partnership opportunities, and membership needs to ensure the Association's continued effectiveness in fulfilling its mission and vision.
- Apply leading practices in Business Development to enhance the organization's brand, reputation, and image.
- Collaborate with the Marketing & Communications team to craft sponsorship packages and sponsor/partner communications.

COMMUNITY PARTNERSHIP (ONE ROLE AVAILABLE)

Position

Reporting to the Director of Community Partnership, you will be responsible for spearheading all facets of a sponsorship program, aiming to fortify the Association in accomplishing its mission and objectives. The role also centers on cultivating and nurturing relationships with community entities such as Youth/Student Groups, Professional Associations, Upskilling partners, and Academic institutions.

Responsibilities

- Support the development and execution of strategies for innovative value proposition programs with community partners.
- Support the development of annual and long-term goals for member value through strategic partnerships with community partners.
- Collaborate with the Vice President of Community Partnership to operationalize campaigns, including negotiation, maintenance, and recognition of community sponsors.
- Oversee the design and implementation of sponsorship packages and communications with sponsors, working in conjunction with the VP Marketing & Communications.
- Structure revenue and cost projections with the VP Finance for the annual organizational budget.

PROGRAMMING (ONE ROLE AVAILABLE)

Position

Under the guidance of the Director of Programming, you will orchestrate remarkable and memorable occasions for the Association. This role encompasses all aspects of event preparation, including venue confirmation, coordination of guest lists and nametags, creation of seating plans as needed, and post-event evaluation. You will support the development and delivery of all professional development programs for members of the Association.

Responsibilities

- Collaborate with the partners for high-quality event execution.
- Work with the Technology expert to establish online event descriptions and registration processes.
- Liaise with vendors, sponsors, and stakeholders for seamless event planning.
- Manage venue and vendor bookings.
- Conduct post-event evaluations and send out surveys.
- Prepare post-event reports detailing statistics, successes, and areas for improvement.
- Recruit and oversee volunteers for event planning and day-of activities.

MEMBERSHIP (ONE ROLE AVAILABLE)

Position

Under the guidance of the Director of Membership, you will support the growth and management of the Association's expanding professional, student, and corporate member.

Responsibilities

- Develop and implement strategies for attracting, converting, and growing Association members.
- Collaborate with the Technology Lead to update and maintain the membership database.
- Enhance decision-making for members, including benefits and pricing strategies, using relevant data, statistics, and analytics.
- Regularly analyze the database to support recruitment and retention activities.
- Respond promptly to inquiries from current and prospective members.
- Assist the Director of Events and Director of Professional Development in planning and executing member events.
- Coordinate with the VP Partnership and VP Membership for the delivery of membership initiatives.

- Prepare periodic reports on membership statistics.

MARKETING & COMMUNICATIONS (ONE ROLE AVAILABLE)

Position

Under the guidance of the Director of Marketing & Communications, you will create and implement social media and digital initiatives, including managing viral marketing campaigns. The focus is on raising awareness about CAUFP activities through key social media channels such as Facebook, Twitter, Instagram, TikTok, and LinkedIn.

Responsibilities

- Create content for external communications on social networking platforms and the CAUFP blog.
- Update external social channels (Facebook, Twitter, Instagram, TikTok, LinkedIn) regularly.
- Develop a content calendar for these sites.
- Monitor all social media channels daily and post/respond to specific topics or comments.

CHAPTER DEVELOPMENT (SIX ROLES AVAILABLE – OTTAWA, CALGARY/EDMONTON, VANCOUVER & HALIFAX)

Under the guidance of the Chapter Leads, you will support the development and execution of the Association's strategic initiatives across Canada, driving membership growth, and establishing key partnerships with corporations, regulatory bodies, universities, and community partners.

Responsibilities

- Enable strategic plans for the Association's outreach program by identifying and mobilizing the appropriate functional team to implement these strategies.
- Proactively cultivate and manage relationships with potential partners within a designated region, with a keen focus on business development opportunities.
- Recruit and lead a team of volunteers dedicated to executing the Association's region-specific initiatives, encompassing event planning, venue acquisition, securing speakers, and collaborating with organizations for event programming.