2027 CAUFP BOARD OF DIRECTORS – ROLES AND RESPONSIBILITIES

VICE PRESIDENT, COMMUNITY PARTNERSHIPS – 2 Year Term

Position: The VP of Community Partnerships is responsible for building relationships with community organizations, educational institutions, and non-profit entities to support CAUFP's mission. This role focuses on engaging, underrepresented communities, particularly youth and students, to drive involvement in CAUFP's programs. The VP reports to the President and Advisory Board.

Responsibilities:

- Develop and execute strategies for building partnerships with community organizations, universities, and youth groups, creating pathways for collaboration that support CAUFP's programs.
- Identify key community stakeholders and cultivate relationships to increase CAUFP's visibility within educational and community sectors.
- Work closely with the Programming team to design community-driven events and initiatives, such as youth summits, high school workshops, and professional development opportunities for students.
- Manage community sponsorships and partnerships, ensuring mutual benefit and delivering on promises made to partners.
- Regularly assess the effectiveness of community partnerships by tracking engagement levels, partnership satisfaction, and the success of co-hosted initiatives.

Qualifications:

- Experience in community relations, partnership development, or a related field.
- Ability to engage effectively with a wide variety of community organizations, including educational institutions.
- Strong leadership, organizational, and strategic thinking skills.
- Proven experience working with youth, students, or marginalized groups.
- Excellent verbal and written communication skills.

VICE PRESIDENT, PROGRAMMING – 2 Year Term

Position: The VP of Programming oversees the creation and delivery of CAUFP's programming, ensuring that all initiatives align with the Association's strategic objectives. This includes managing events, workshops, and professional development programs. The VP reports to the President and Advisory Board and is responsible for ensuring high-quality execution across all program areas.

Responsibilities:

- Lead the development of CAUFP's programming calendar, ensuring all events, workshops, and initiatives align with organizational goals and member needs.
- Collaborate with event coordinators, program directors, and external partners to ensure the seamless execution of events, including speaker engagement, venue selection, and logistics.
- Provide leadership and guidance to the Programming team, ensuring they have the resources needed to deliver successful programs.
- Regularly review program performance by gathering participant feedback, monitoring attendance, and tracking key performance metrics.
- Report to the Advisory Board about program outcomes, identifying opportunities for improvement and growth.

Qualifications:

- Strong leadership experience, with a background in event management or program delivery.
- Proven ability to manage multiple programs and events simultaneously.
- Excellent organizational and project management skills.
- Experience working with external partners, sponsors, and speakers.
- Ability to analyze program data to improve effectiveness and drive future success.

VICE PRESIDENT, MARKETING & COMMUNICATIONS – 2 Year Term

Position: The VP of Marketing & Communications is responsible for promoting CAUFP's brand, managing public relations, and overseeing all communication efforts, both internal and external. This includes managing digital media, developing content strategies, and engaging with members and stakeholders. Reporting to the President and Advisory Board, this role is crucial for increasing CAUFP's visibility and influence.

Responsibilities:

- Develop and execute a comprehensive marketing and communications plan that aligns with CAUFP's mission and objectives.

- Oversee CAUFP's digital presence, including website updates, social media engagement, and email campaigns.
- Collaborate with the Programming and Corporate Partnerships teams to promote events, initiatives, and sponsorship opportunities.
- Manage public relations efforts, including media outreach, press releases, and speaking engagements.
- Track and report on the effectiveness of marketing campaigns, social media engagement, and overall brand visibility.

Qualifications:

- Experience in marketing, communications, or public relations, with a strong understanding of digital media.
- Strong writing, editing, and content creation skills.
- Proven ability to manage multiple marketing initiatives and measure their success.
- Strong leadership and team collaboration skills.
- Experience working with non-profit organizations is a plus.

VICE PRESIDENT, MEMBERSHIP – 2 Year Term

Position: The VP of Membership is responsible for growing and retaining CAUFP's membership base. This role focuses on developing strategies to engage current members while attracting new ones, ensuring that CAUFP provides value to all its members. Reporting to the President and Advisory Board, the VP of Membership plays a key role in driving the organization's growth.

Responsibilities:

- Lead membership recruitment and retention efforts, ensuring CAUFP meets its growth targets.
- Develop strategies for engaging current members, gathering feedback, and improving membership satisfaction.
- Collaborate with the Marketing and Programming teams to highlight membership benefits and promote CAUFP's value proposition.
- Track and analyze membership growth, retention rates, and engagement metrics.
- Report regularly to the Advisory Board on membership trends and outcomes.

Qualifications:

- Experience in membership development or customer engagement.
- Strong communication and relationship management skills.
- Ability to analyze membership data and develop actionable insights.
- Experience working with member-based organizations or non-profits.
- Proven ability to develop and execute successful recruitment strategies.

VICE PRESIDENT, FINANCE – 2 Year Term

Position: The VP of Finance is responsible for overseeing the financial management of CAUFP, ensuring that the organization maintains financial stability and transparency. Reporting to the President and Advisory Board, this role involves managing budgets, financial reporting, and critical role in guiding CAUFP's financial strategy and ensuring alignment with its mission and goals.

Responsibilities:

- Develop and oversee the annual budget, ensuring alignment with CAUFP's strategic priorities.
- Prepare and present regular financial reports to the Board of Directors and the Advisory Board, providing insights into financial performance, forecasts, and risks.
- Manage the financial operations of CAUFP, including accounting, audits, and financial compliance. Ensure all financial practices adhere to relevant regulations and legal standards.
- Work with other VPs to ensure proper allocation and management of financial resources for various programs and initiatives.
- Collaborate with the VP of Corporate Partnerships and other board members to develop financial projections and strategies to support fundraising efforts.

Qualifications:

- Proven experience in financial management, budgeting, and reporting, preferably within a non-profit or association.
- Strong understanding of accounting principles and financial compliance.
- Excellent analytical skills and attention to detail.
- Ability to communicate complex financial information to non-financial stakeholders.
- CPA designation or equivalent financial qualification preferred