

# OF4WD Roles & Responsibilities

February 2018

This is meant as a starter guide to OF4WD positions and what they do. It helps new people consider their potential role in the organization and helps them understand their new duties. It might even help us not to forget something. It should help an existing board search out and mentor individuals to assume roles.

After each AGM the board of directors appoints, by mutual consent, directors to positions. It is expected that some people will fulfill more than one role. New roles can be created as the need arises and as resources are available.

Items marked as (BL) are coming from the Bylaws of the corporation. Other items can be moved between directors or executive members.

Directors: Maximum 10 according to Bylaw 2

## Important notes:

### Expectation of all directors and volunteers:

- Code of conduct :
  - When representing OF4WD and communicating with all external parties including OF4WD members it is important to maintain a high standard of respect in any communication. The reputation of the OF4WD and 4x4 community rests on it.

### Expectation of all directors

- Team work – it is important that directors maintain good communication channel with the President and board.
- Any risk associated concerns especially should be communicated to President/VP.

## Administrative Roles

### President (BL)

- Call meetings of the Board (BL)
- Chairman of all meetings (BL)
- General management and supervision of the affairs and operations of the Corporation (BL)
- First Signature on Deeds, transfers, licences, contracts and engagements on behalf of the Corporation (BL)
- Corporate Oversight
- Responsible for Organizational strategy and direction.
- Advocacy
  - Government Relations
  - Local office MNR Relations
  - Municipalities, Conservation authorities, Stewardship councils etc.
  - Legislation, government policy.
- Other Trail Organization Relations Pres. Level
  - Projects, land use agreements etc.
- Other Duties undertaken
  - Manage insurance renewals (quotes, coverage)
  - Corporate Logistics
  - Forest Management Plans FMPs
  - Newsletter contributions

### Vice President (BL)

- Work in close harmony with President.
  - Awareness of all significant issues at hand is important in case of absence or inability due to circumstances of President.
  - Understanding and participation in Operations oversight and strategy process important.
- Exercise the duties and powers of the president in their absence or inability due to circumstances
  - Call meetings of the Board (BL)
  - Chair board meetings.
  - First Signature on Deeds, transfers, licences, contracts and engagements on behalf of the Corporation (BL)
  - Working in Operations Oversight
  - Second for Advocacy
    - Government Relations
    - Local office MNR Relations
    - Municipalities, Conservation authorities etc.
    - Legislation
  - Second for Other Trail Organization Relations Pres. Level
    - Projects, land use agreements etc.

## Secretary (BL)

- Ex officio of the clerk to the Board of directors
- Attend all meetings of the board of directors and record facts and minutes of proceedings in Minute book (maintain record book of minutes) (BL)
- Is the official custodian of all books, papers, records, correspondence, contracts and other documents belonging to the Corporation (BL)
- Ordinarily provide Second signature on Deeds, transfers, licences, contracts and engagements on behalf of the Corporation, although this can be fulfilled by any Director (BL)
- Maintain a voting manifest (BL)
- Government filings not relating to finances (including ensure Master Business License for OF4WD is in good standing )
- Ensure Corporation is in good standing and meets all legal requirements

## Treasurer (BL)

- Perform the usual duties of the treasurer (BL)
- Maintain record of all financial transactions of the corporation.
  - The record should allow for all income and expenses to be can be accounted for and of sufficient quality in order for annual accounts to be published.
- Prepare official end of year accounts – This duty should be performed with assistance of a qualified accountant.
  - Profit and loss
  - Balance Sheet
- Manage bank accounts
- Manage Paypal accounts
- Provide monthly report to the board
- Monitor [treasurer@of4wd.com](mailto:treasurer@of4wd.com) and [paypal@of4wd.com](mailto:paypal@of4wd.com) and [campnl\\_payment@of4wd.com](mailto:campnl_payment@of4wd.com) email and respond as appropriate

## Regional Director

- At this time OF4WD have seen requirement for an Eastern director. Over time need for additional regions/provinces may be identified
- OF4WD board authority for given region
- Manage relationship and communications between main Board and regional clubs
- Regional responsibility for:
  - MNR relations
  - Forest Management Plan review
  - Operations
  - External Trails User relations
  - Development and Planning

## Communications, Sponsorship, Promotion, Education, Trails Roles

### Sponsorship Director (Sponsors, Promotions and Fundraising)

- Seek sponsorship opportunities
- Recommend a sponsorship structure to the board
- Maintain relations with shops and community leaders promoting growth in the industry and community
- Maintain and create discounts for members from various shops and businesses
- Work with Promotions Director
- Work with Sponsors Coordinator
- Work with Merchandise Coordinator
- Monitor [sponsorship@of4wd.com](mailto:sponsorship@of4wd.com) and [events@of4wd.com](mailto:events@of4wd.com) and [merchandise@of4wd.com](mailto:merchandise@of4wd.com) email and respond as appropriate
- Coordinate OF4WD presence at trade shows, club events and shop events to further the goals of the organization through public exposure
- Work with Sponsors Director
- Monitor [events@of4wd.com](mailto:events@of4wd.com) email and respond as appropriate

Role may be broken down further as determined by Sponsorship Director/Board :

#### Sponsors Coordinator

- service and parts shop relations and products being donated for prizes
- work with media outlets via website and Members communications to bring sponsors exposure

#### Merchandise Coordinator

- Manage OF4WD promotional wear and products

### Membership Director

- Maintain membership database
- Membership mailings
- Manage and support member registration
- Work with Membership Coordinator
- Monitor [admin@of4wd.com](mailto:admin@of4wd.com) and [membership@of4wd.com](mailto:membership@of4wd.com) email and respond as appropriate

### Communications Director

- Monitor [info@of4wd.com](mailto:info@of4wd.com) email and respond as appropriate
- Website content
- Social Media Monitoring
- Works with Community Engagement Coordinator
- Manages newsletter production and publishing (with input from others)
- Work with Communications, Community Engagement Coordinator to engage clubs
- Help Promote Club Events

- Monitor [clubs@of4wd.com](mailto:clubs@of4wd.com) email and respond as appropriate
- Insurance
  - Member or future member insurance inquiries
  - Monitor [insurance@of4wd.com](mailto:insurance@of4wd.com) email and respond as appropriate

Role may be broken down further as determined by Communications Director/Board:

#### Community Engagement Coordinator

- Social Media Engagement (Facebook+) including Facebook posts & monitoring
- Member Engagement
- Find new ways to gain new members
- Monitor [socialmedia@of4wd.com](mailto:socialmedia@of4wd.com) and [communications@of4wd.com](mailto:communications@of4wd.com) email and respond as appropriate
- Other Duties undertaken
  - Assist Secretary with AGM notices, presentations, etc
  - Community Events such as clean-ups ?

#### Education Director

- Create and administer a trail guide training program
- Create and administer offroad basics program
- Write articles for the website and newsletter revolving around safety and education when offroading

#### Trails Director

- Oversight and management of all trail activities and programs
- Work with President to assist in External relations
- Work with President and Educational Director in safe and proper offroading.
  - Off roading guide needs to be developed in close coordination with President and board as it is an official policy statement of the OF4WD.
- Considerations of new trails.
  - All trails need to be reviewed for legal, land use policy, community support concerns before being published to trails DB. This process should include consultation with President.
  - Proposal for Trail publication should undergo final review by board.
- Process Documentation
- Coordinate Newbie Runs
- Coordinate private land agreements. This must be done in coordination of President.
- Monitor [trails@of4wd.com](mailto:trails@of4wd.com) email and respond as appropriate
- Work with Trail Investigation Coordinator
- Work with Trail Maintenance Coordinator

#### Trail Investigation Coordinator

- Investigate new trails submitted to the OF4WD
- Update trails database with new trials information regardless of legal or not but NOT published.

- Investigate the legality of trails with Trails Director.
- Coordinate trail investigation teams

#### Trail Maintenance Coordinator

- Work with Trails Director and external groups in joint signage
- Add new signs or additional signs if required and ensure they stay maintained each year.
- Work with Adopt-A-trail in maintenance and signage activities
- Maintain and manage trailer including stock and tooling
- Manage trailer sign out process, arrange drop off and pick ups
- Manage Adopt-a-trail

#### Trail Project Lead (multiple)

- An individual who works with President, Trails Director and Trail Maintenance Coordinator and external groups on a specific trail project
- Could have multiple Trail Project Leads, each with one or more projects they are leading

#### CampNL Director

- Lead director coordinating all efforts for CampNL
- Organize event plan with tasks to be completed and executed each month leading to event
- Organize committee as required
- Run registration with Membership & Information officer
- Work with CampNL Trail Guide Coordinator
- Maintain communication with President and Board over planning progress
- Work closely with President to ensure required documentation, maps are available to MNRf and that that all required permissions are provided by MNRf in writing.
- Any items of concern or risk need to be shared with President.
- Post-event reporting
- Monitor [campnl@of4wd.com](mailto:campnl@of4wd.com) email and respond as appropriate

#### CampNL Trail Guide Coordinator

- Primary task, ensure trail guides are prepared and ready for CampNL
- Secondary task, assist training officer in finding and training new trail guides
- Create a trail guide training program

#### IT Director

- Web systems development and tech support
  - Website
  - Website metrics
  - Domain names
  - Trail Index
  - Google Apps (email, drive, user accounts, entry/exit changes, etc) & Techsoup
  - Flickr
  - Youtube
- Membership system development and tech support

- Membee
- MailChimp
- Process documentation
- Work with Trail Index Coordinator
- Work with Membership Director
- Monitor [web@of4wd.com](mailto:web@of4wd.com) and [google@of4wd.com](mailto:google@of4wd.com) and [of4wd@yahoo.com](mailto:of4wd@yahoo.com) (flickr) and [of4wdnl@gmail.com](mailto:of4wdnl@gmail.com) (google analytics) email and respond as appropriate

#### Trail Index Coordinator

- Publication of approved trails after approval by Trails Director.
- Addition of accommodations
- Trail reporting system
- Quality control of Data
- Trail report intercept and updates
- Changing of trail status