THE OTTAWA GUILD OF POTTERS
LA GUILDE DES POTIERS D'OTTAWA

Ottawa Guild of Potters

Executive Job Descriptions

Executive Volunteer Roles

- President
- Vice President
- Past President
- Treasurer
- Secretary
- Membership Secretary
- Sales Committee Chair
- Exhibition Committee Chair
- Standards & Education Committee Chair
- Activity & Program Chair
- Communications Committee Chair

THE OTTAWA GUILD OF POTTERS
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Ottawa Guild of Potters

Position Description: President

Executive Volunteer Role

Prepared by Elizabeth Fournier (2025)

Role Summary

The President is the lead volunteer and public representative of the Ottawa Guild of Potters. This position provides strategic leadership and oversight for the Guild's operations, programs, and governance. The President works closely with the Executive, Committee Chairs, and membership to ensure that the Guild fulfills its mission of supporting and promoting ceramic arts in the region.

Responsibilities of the President

- Chair Executive and General Membership meetings
- Guide strategic planning and long-term vision for the Guild
- Ensure compliance with the Guild's Constitution and Bylaws
- Act as a signing officer of the Guild
- Serve as spokesperson to members, partners, media, and the public
- Provide regular communications and updates to the membership
- Foster collaboration and support among Executive and Committee Chairs
- Promote active volunteer engagement across the Guild
- Oversee planning of seasonal sales, exhibitions, workshops, and public events
- Maintain and share an annual calendar of Guild activities
- Mentor the Vice President and other emerging leaders
- Support smooth leadership transitions through documentation and training

Executive Leadership Duties

- Lead 8–10 Executive meetings annually
- Coordinate with Committee Chairs (Sales, Education, Exhibitions, Communications, etc.)
- Represent the Guild at events and in public forums
- Liaise with community partners and stakeholders
- Encourage inclusive participation and member involvement in Guild initiatives

Desired Skills & Qualities

- Strong leadership, facilitation, and organizational skills
- Clear and effective written and verbal communication
- Interest in ceramics and the arts community
- Experience in governance or non-profit leadership (an asset)
- Comfort with public speaking and community engagement

THE OTTAWA GUILD OF POTTERS
LA GUILDE DES POTIERS D'OTTAWA

Accountability

Reports to the Board of Directors and the Guild membership.

Term

Elected for a two-year term, renewable as per the Guild's Bylaws.
Successor recruitment and training should begin well before the end of term.

Time Commitment

Approximately 8–12 hours per month, with seasonal variation depending on Guild activities (e.g., sales, exhibitions, planning periods).

Benefits of Serving

- Help shape and strengthen the Ottawa ceramics community
- Develop meaningful leadership and governance experience
- Build connections with fellow artists, arts organizations, and the public

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THE OTTAWA GUILD OF POTTERS
LA GUILDE DES POTIERS D'OTTAWA

Ottawa Guild of Potters

Position Description: Vice President

Executive Volunteer Role

Prepared by Sue-ann Blakely (2010)

Role Summary

The Vice President (VP) serves on the Executive Committee and supports the President in overseeing Guild operations. This role includes stepping in when the President is unavailable and assisting with organizational planning, governance, and volunteer coordination. The Vice President works closely with the President, Executive, and Guild membership to help fulfill the Guild's mission and maintain strong leadership continuity.

Responsibilities of the Vice President

- Attend 8–10 Executive Committee meetings annually and any special meetings as required
- Act as support and second-in-command to the President
- Represent or act on behalf of the Guild when the President is unavailable
- Help address vacant positions within the Guild (unless managed by committee chairs)
- Assist in preparing awards for presentation at the Annual General Meeting (AGM)
- Review the Constitution and Bylaws with the President at the beginning of term and again prior to the AGM
- Propose any required amendments to the membership

Key Duties

- Provide collaborative leadership alongside the President and Executive team
- Maintain ongoing communication with Executive members and committee chairs
- Prepare certificates and service pins for annual awards
- Support and participate in strategic planning and organizational decisions
- Help with recruitment and training of new Executive members, particularly in leadership transition
- Shadow the President with the expectation of succeeding into that role

Requirements

- Strong interpersonal and communication skills (verbal and written)
- Ability to collaborate effectively and contribute to group discussions
- Proficiency with email, Microsoft Word, and general digital tools
- Flexibility and willingness to assist in a variety of Guild responsibilities
- A team-focused mindset and commitment to the Guild's goals

THE OTTAWA GUILD OF POTTERS
LA GUILDE DES POTIERS D'OTTAWA

Accountability

Reports to the President and Guild membership.

Term

Up to a maximum of three consecutive years.
The Vice President typically serves a 1–2 year term in preparation for the role of President.
Following the Presidency, the member assumes the role of Past President (non-elected).
The Vice President is expected to assist the Past President in recruiting and training a successor.

Benefits of Serving

A valuable opportunity to gain leadership experience in a supportive arts organization, and to help shape the future of the Ottawa ceramics community.

THE OTTAWA GUILD OF POTTERS
LA GUILDE DES POTIERS D'OTTAWA

Ottawa Guild of Potters

Position Description: Past President

Executive Volunteer Role

Prepared by Kirstin Davidson (2010)

Role Summary

The Past President serves as an advisor to the Guild Executive, providing continuity and institutional memory for incoming leadership. This role helps support a smooth transition in governance and may involve continued participation in initiatives launched during their term as President. The Past President also oversees the nominations process for new Executive members.

Responsibilities of the Past President

- Attend 8–10 Executive Committee meetings annually
- Act as a resource and advisor to the President and Executive team
- Ensure continuity by assisting with leadership transitions
- Remain engaged in ongoing projects or initiatives as appropriate
- Support the recruitment and nomination of future Executive members

Key Duties

- Strike a Nominating Committee by March 1 each year, composed of 2–3 Guild members in good standing
- Oversee the recruitment of candidates for upcoming Executive vacancies
- Ensure nominations are published in the April edition of the Guild newsletter
- Include the names of the Nominating Committee in the publication for transparency
- Assist the President upon request with Guild-related tasks
- Maintain familiarity with the Guild Constitution and Bylaws and assist in their interpretation or review as needed

Requirements

- In-depth knowledge of the Guild's structure and governance
- Strong written and verbal communication skills
- Proficiency with Microsoft Word and email tools
- Reliability and flexibility in a supporting role
- Previous service as President of the Guild

Accountability

Reports to the Guild President and the Executive.

Term

Automatically assumed following a term as President.
Typically held for 1–3 years, depending on the tenure of the President.
This is a non-elected position, but the name is included in the Executive slate presented for approval at the May Annual General Meeting.

Benefits of Serving

A meaningful opportunity to mentor future Guild leaders and contribute to the continued stability and growth of the Guild.

THE OTTAWA GUILD OF POTTERS
LA GUILDE DES POTIERS D'OTTAWA

Ottawa Guild of Potters

Position Description: Treasurer

Executive Volunteer Role

Prepared by Peter Macnaughton; Revised by Linda Taylor (2013)

Role Summary

The Treasurer is a member of the Executive Committee and is responsible for maintaining accurate financial records and ensuring the fiscal health of the Guild. This role involves the management and reporting of all financial transactions, including those related to Guild operations, events, and sales. The Treasurer also advises the Executive on budget planning, cash flow, and long-term financial sustainability.

Responsibilities of the Treasurer

- Attend 8–10 Executive Committee meetings annually, and participate in online discussions and special meetings
- Maintain and reconcile financial records using QuickBooks (training and support provided)
- Process payments, deposits, and remittances
- Advise Executive and Committee Chairs on financial matters
- Oversee financial aspects of Guild events and sales
- Ensure legal and tax compliance (e.g., HST remittances)

Key Duties

- Pay bills and deposit all receipts
- Maintain complete and accurate financial records
- Reconcile bank statements with QuickBooks records
- Prepare monthly financial reports (automated in QuickBooks)
- Prepare the annual financial report for the membership
- Remit HST on a quarterly basis
- Draft and present an annual budget (at September Executive meeting)
- Monitor and project cash flow to maintain financial stability
- Support financial planning for sales, workshops, and special events (e.g., Great Bowls of Fire)
- Provide financial guidance to Sale and Workshop Committees
- Serve as Treasurer during the spring and fall sales
- Train a successor prior to the end of term

Monitoring and Projecting Cash Flow

The Treasurer must understand the Guild's financial position at all times and provide guidance to the Executive on new initiatives or expenditures. This includes projecting available funds after budgeted expenses. Special attention should be paid to low-cash

periods near the end of the fiscal year to ensure the Guild meets all financial commitments.

Requirements

- Strong attention to detail and accuracy
- Ability to manage large sums of money and communicate financial matters clearly
- Basic computer skills; willingness to learn QuickBooks (training provided)
- Organizational skills and reliability
- Ability to maintain confidentiality and transparency

Accountability

Reports to the President and Guild membership.

Term

Up to a maximum of three consecutive years.
Successor recruitment and training should begin before the end of term.

Benefits of Serving

An excellent opportunity to gain financial management experience in a creative and collaborative environment.
Develop practical skills in budgeting, accounting, and nonprofit governance.

THE OTTAWA GUILD OF POTTERS
LA GUILDE DES POTIERS D'OTTAWA

Ottawa Guild of Potters

Position Description: Secretary

Executive Volunteer Role

Prepared by Sue-ann Blakely (2010) Updated by Nicole Bijkerk (2025)

Role Summary

The Secretary is a member of the Executive Committee and is responsible for providing administrative support for both Executive and General Membership meetings. This role ensures that Guild records are accurate, organized, and accessible, supporting smooth and transparent operations throughout the year.

Responsibilities of the Secretary

- Attend 8–10 Executive Committee meetings annually and any special meetings as required
- Record, prepare, and distribute minutes for Executive and General Membership meetings
- Track outstanding issues with the President for follow-up
- Maintain official Guild records
- Maintain record of meeting agendas, minutes and notes
- Post all accepted and approved documents on the website
- Manage incoming mail from the Guild's postal box (or coordinate with a designated alternate)
- Assist the Treasurer in preparing the annual report for tax purposes

Key Duties

- Accurately capture and distribute meeting minutes, including all motions
- Maintain up-to-date records and files
- Monitor and follow up on action items in collaboration with the President
- Ensure clear documentation is available for Guild decision-making and reference
- Retrieve and manage Guild correspondence received by mail
- Contribute to the preparation of the Guild's annual financial and administrative reporting

Requirements

- Proficiency in Microsoft Word (or equivalent), Google Docs and general administrative tools
- Excellent written communication, grammar, and formatting skills
- Familiarity with clerical procedures and recordkeeping
- Ability to work independently and manage documentation in a timely manner
- Attention to detail and strong organizational habits

THE OTTAWA GUILD OF POTTERS
LA GUILDE DES POTIERS D'OTTAWA

Accountability

Reports to the President and Guild membership.

Term

Up to a maximum of three consecutive years.
The Secretary is expected to begin recruiting and training a replacement at least one year before retiring from the position.

Benefits of Serving

An excellent opportunity to gain administrative experience in a creative, collaborative environment while contributing to the smooth operation of the Guild.

THE OTTAWA GUILD OF POTTERS
LA GUILDE DES POTIERS D'OTTAWA

Ottawa Guild of Potters

Position Description: Membership Secretary

Executive Volunteer Role

Prepared by Carol Badenoch (2024)

Role Summary

The Membership Secretary serves on the Executive Committee and is responsible for maintaining accurate membership records and supporting both current and prospective members. This role ensures efficient internal operations and a welcoming public interface for those interested in joining the Guild.

Responsibilities of the Secretary

- Attend 8–10 Executive meetings annually (via Zoom), and special meetings as required
- Maintain accurate membership database in coordination with the Webmaster
- Review and process membership applications and renewals
- Communicate with members and the public regarding membership inquiries

Key Duties

- Receive and review "New Applicant" and "Renewal Requested" forms via email
- Confirm payment and approve memberships; enter data into Guild records
- Coordinate with Webmaster to post and update membership renewal form (posted April 1 annually)
- Send renewal reminders (prior to April 1) and lapse notices (by August 31)
- Maintain organized membership files and documentation
- Refer to detailed duty list available in the Executive section of the Guild website
- Provide accurate membership numbers to Executive when requested

Requirements

- Attention to detail and accuracy
- Proficiency with email, MS Excel, and MS Word
- Ability to work independently and respond to applications in a timely manner
- Strong communication and organizational skills
- Commitment to uphold confidentiality and professionalism

Accountability

Reports to the President and Guild membership.

Term

Elected for a one-year term, renewable up to a maximum of three consecutive years. Successor recruitment and training should begin before the end of the final term.

THE OTTAWA GUILD OF POTTERS
LA GUILDE DES POTIERS D'OTTAWA

Benefits

An excellent opportunity to gain administrative experience, contribute to Guild operations, and collaborate with a supportive team of potters.

Time Commitment

- Ongoing: Minimal time required to process applications as they arrive (under 1 minute each)
- Peak period (April 1–30): Approximately 75 applications may be received; several minutes per day expected
- Post-April: Applications decrease to a few per month

THE OTTAWA GUILD OF POTTERS
LA GUILDE DES POTIERS D'OTTAWA

Ottawa Guild of Potters

Position Description: Sales Committee Chair

Executive Volunteer Role

Prepared by Elizabeth Fournier (2025)

Role Summary

The Sales Committee Chair leads the Sales Committee and serves on the Guild's Executive. This position is responsible for planning, coordinating, and overseeing the successful execution of the Guild's two annual pottery sales—one in spring (with a juried exhibition) and one in the fall. The Chair ensures smooth logistics, effective teamwork, and adherence to Guild standards and timelines.

Responsibilities of the Chair

- Attend 8–10 Executive Committee meetings annually and participate in email discussions and special meetings
- Provide leadership and coordination for the Sales Committee
- Oversee all aspects of sale planning, setup, operations, and evaluation
- Liaise with the Exhibition Chair, Standards & Education Committee, and venue representatives
- Report regularly to the Executive on planning progress and outcomes

Sales Committee Key Duties

1. Sales Committee Management

- Organize and lead productive Sales Committee meetings
- Provide direction and support to committee members
- Ensure responsibilities are clearly assigned and met
- Monitor timelines and address issues as they arise
- Collaborate with other committees (Exhibition, Standards & Education)

2. Sale Venue Coordination

- Book dates for spring and fall sales by the end of August for the following year
- Act as point-person with the venue to manage all logistical needs
- Ensure timely submission of invoices for deposits/payments to the Sales Treasurer
- Coordinate with the Communications committee for any venue-offered promotions

3. Sale Documentation

- Update all sale-related documents before each event
- Ensure documents are posted on the Guild website workspace

- Maintain up-to-date and accurate records of sale documents

4. Management of Sale Property

- Oversee storage and organization of sale and exhibition materials
- Manage the Guild's storage contract (e.g., with Dymon Storage Inc.)

5. Other Duties as Required

- Address additional sale-related responsibilities as they arise

Requirements

- Strong organizational, communication, and supervisory skills
- Ability to manage volunteers and multiple concurrent tasks
- Familiarity with digital tools and online document sharing (an asset)
- Willingness to collaborate with various committees and vendors

Accountability

Reports to the President and Guild membership.

Term

Elected for a one-year term, renewable up to a maximum of three consecutive years. The Chair is expected to recruit and train a successor before the end of their final term.

Benefits of Serving

A valuable opportunity to work with a dynamic team and contribute to the success and visibility of the Guild's most public-facing events.

THE OTTAWA GUILD OF POTTERS
LA GUILDE DES POTIERS D'OTTAWA

Ottawa Guild of Potters

Position Description: Exhibitions Committee Chair

Executive Volunteer Role

Prepared by Elizabeth Davies and Joanna Richardson (January 2025)

Role Summary

The Exhibitions Committee Chair leads the Exhibitions Committee and serves on the Guild's Executive. This position is responsible for planning, coordinating, and overseeing the successful execution of the Guild's Exhibitions – the Annual Juried Exhibition held in the spring, and the Celebrating Clay Exhibitions in March and October. The Chair ensures smooth logistics, effective teamwork, and adherence to Guild standards and timelines.

Responsibilities of the Chair

- Attend 8–10 Executive Committee meetings annually and participate in email discussions and special meetings
- Provide leadership and coordination for the Exhibitions Committee
- Oversee all aspects of exhibition planning, setup, operations, and evaluation
- Liaise with the Communications Committee, the Webmaster, exhibition spaces, and sponsors
- Submit a report to the Guild's monthly newsletter
- Submit a budget for exhibitions to the treasurer
- Report regularly to the Executive on planning progress and outcomes

Exhibition Committee Key Duties

1. Exhibitions Committee Management

- Organize and lead productive Exhibitions Committee meetings
- Provide direction and support to committee members
- Ensure responsibilities are clearly assigned and met
- Monitor timelines and address issues as they arise
- Collaborate with other committees, Guild personnel, gallery spaces, and sponsors

2. Exhibition Coordination

- Plan and organize exhibition opportunities for the Guild including the Annual Juried Exhibition and Celebrating Clay Exhibitions
- Ensure the membership is aware of the Exhibition Opportunities and submission deadlines
- Provide, or arrange for the provision of patient assistance and education to Guild members during the application process

- Annual Juried Exhibition:
  - Identifying a juror and establishing an agreement with them regarding fees (CARFAC rates), travel allowance, duties, etc.
  - Confirming sponsors and awards, and organizing the Opening Ceremonies
- Celebrating Clay:
  - Identifying the theme for the March group Celebrating Clay exhibition
  - Selecting and curating the exhibitor(s) for the October Spotlight Celebrating Clay exhibition

3. Exhibitions Documentation

- Update all exhibition-related documents before each event, especially application and submission forms
- Produce, or oversee the production of a poster for the Annual Juried Exhibition
- Produce, or oversee the production of a catalogue of the exhibitions, including a paragraph of introduction to the exhibitions
- Ensure prompt communication and letters of thanks to any sponsors

4. Management of Guild Property

- Ensure safe movement and storage of exhibition materials, including the plinths

5. Other Duties as Required

- Address additional exhibition-related responsibilities as they arise

Requirements

- Strong organizational, communication, and supervisory skills
- Ability to manage volunteers and multiple concurrent tasks
- Familiarity with digital tools and online document sharing
- Willingness to collaborate with various committees

Accountability

Reports to the President and Guild membership.

Term

Elected for a one-year term, renewable up to a maximum of three consecutive years. The Chair is expected to recruit and train a successor before the end of their final term.

THE OTTAWA GUILD OF POTTERS
LA GUILDE DES POTIERS D'OTTAWA

Benefits

Great opportunity to gain experience in a small enterprise, to work with a great team, and to foster excellence in ceramics within the Guild.

Time Commitment

- Ongoing:
- Peak periods:
  - February - March
  - April - May
  - September - October

THE OTTAWA GUILD OF POTTERS
LA GUILDE DES POTIERS D'OTTAWA

Ottawa Guild of Potters

Position Description: Standards & Education Committee Chair

Executive Volunteer Role

Drafted by Bruce Jones (2017) Updated by Jocelyn Jenkins (2025)

Role Summary

The Standards & Education Committee Chair (or Co-Chair) serves on the Executive Committee and leads the Guild's efforts in both member education and professional standards. This role facilitates learning opportunities while ensuring the technical integrity and safety of members' work, particularly in preparation for Guild sales. The Chair supports knowledge-sharing, mentors members, and safeguards the Guild's reputation through best practices and compliance with professional and safety standards.

Responsibilities of the Chair

- Attend 8–10 Executive Committee meetings annually and any special meetings as required
- Lead and coordinate the work of the Education and Standards Committee
- Develop and implement educational opportunities for members
- Ensure member work meets professional standards, especially for Guild sales
- Contribute articles and resources for the website, Guild Forum, and newsletter
- Liaise with other committees (e.g., Sales, Exhibition) as needed

Standards & Education Committee Key Duties

1. Education Programming

- Recommend educational resources and materials relating to standards for Guild purchase or presentations
- Support member critique groups and online communities (e.g., forums, image sharing boards)
- Provide educational content and updates for the Guild Forum, website, and newsletter relating to standards and technical information

2. Standards Oversight

- Keep abreast of current developments relating to ceramic materials and techniques that may impact Guild members or sales
- Educate members about safety and quality standards, including glaze toxicity and food-safe practices
- Review and update the technical sections of the sale contract as needed

- Ensure due diligence is demonstrated to protect the public and the Guild's reputation
- Maintain references to guidelines from Health Canada, WHO, and other relevant bodies
- Submit relevant articles or technical notices for publication in Guild communications

3. Sale Standards & Mentoring

- Meet with new exhibitors prior to Guild sales to assess work and provide mentoring
- Explain and share Standards Evaluation Sheets, sale requirements, and available online resources (e.g., Pottery Faults-Remedies)
- Conduct inspections of work on sale days; remove any problematic items in accordance with Guild procedures
- Ensure potters are informed of issues and support them in correcting or removing work as needed
- Engage non-committee members in sale-day inspections as part of education and committee recruitment

Committee Structure

- **Primary Liaison:** Work with other Guild committees as necessary
- **Primary Contact:** A designated committee member responds to member questions
- **Newsletter Contribution:** Submit educational and standards-related articles regularly
- **Documentation:** Maintain and revise standards and educational resources

Requirements

- Strong organizational, communication, and mentoring skills
- Sound knowledge of ceramic processes, materials, and safety standards
- Willingness to research and stay informed on technical issues
- Comfort with online tools for documentation and member engagement
- Ability to collaborate across multiple Guild functions

Accountability

Reports to the President and Guild membership.

Term

Up to a maximum of three consecutive years.
The Chair is expected to begin recruiting and training a replacement at least one year prior to stepping down.

THE OTTAWA GUILD OF POTTERS
LA GUILDE DES POTIERS D'OTTAWA

Benefits of Serving

An excellent opportunity to support professional practices in ceramics, mentor peers, and promote a culture of continuous learning within the Guild.

THE OTTAWA GUILD OF POTTERS
LA GUILDE DES POTIERS D'OTTAWA

Ottawa Guild of Potters

Position Description: Activity & Program Chair

Executive Volunteer Role
Prepared by Carmen Gervais (June 2025)

Role Summary

Internal Development & Engagement, External Outreach & Engagement

The Chair serves on the Guild Executive Committee and leads Activity & Program subcommittees. These subcommittees are responsible for planning and delivering educational programs and outreach activities including various Ottawa Clay Festival hands-on activities, workshops led by internal and external experts and activities at general meetings (3-4 per year). The Chair also fosters partnerships with regional and provincial clay/art organizations to enhance learning opportunities.

Responsibilities

- Attend all Executive meetings (8–10 per year) and organize all Activity and Program subcommittee meetings.
- Participate actively in group email discussions.
- Plan and organize hands-on activities for the Ottawa Clay Festival, quarterly general meeting activities and workshops.
- Survey Guild members regarding their needs and interests for future activities and programs every two years; work to expand learning opportunities for members based on their feedback.

Key Duties

- Manage Activity and Program subcommittees and delegate responsibilities
- Plan and coordinate:
    1. Ottawa Clay Festival activities; may include a throwdown, adult hands-on activity at the wheel, demonstrations and promotional activities.
    2. Professional/master potter workshops
    3. Programming for general meetings on a quarterly basis (see Meeting Programming role description in Appendix A)
- Present activity and program plan for year at September executive meeting for review.
- Present budget proposals for workshops and monitor expenses.
- Provide timely information to Communications Committee for advertising and newsletter submissions.
- Maintain records of subcommittee activities (meeting minutes).
- Create and promote engaging learning opportunities.

Requirements

- Strong organizational, communication, and mentoring skills
- Sound knowledge of event planning, project management
- Willingness to survey member interests and research experts
- Comfort with online tools for documentation and member engagement
- Ability to collaborate across multiple Guild functions

Accountability

Reports directly to the Guild President and membership.

Term

Up to three years per term. The Chair is expected to recruit and train a successor before stepping down.

Benefits

Gain experience in project management, networking, member engagement, educational programming and event management while collaborating with a dedicated team.

Approval and Review Dates

Approved TBD

Scheduled for review TBD

Appendix A

Position Description: Meeting Programming

Activity & Program subcommittee Volunteer Role
Prepared by Carmen Gervais (June 2025)

Role

General Meeting Program Coordinator
Volunteer role within the Activity & Program subcommittee

Function

Internal/Operational

As a member of the Activity & Program subcommittee, the Meeting Program Coordinator supports guest speakers and informal program delivery at 3-4 Guild general meetings per year.

Responsibilities

- Work collaboratively with the Activity and Program Chair to plan activities to ensure variety and timeliness.

- Actively engage Guild members to leverage their expertise as relevant for programming activities.
- Prepare anticipated programming to Activity and Program Chair by early September.
- Plan and organize quarterly general meeting activities.
- Host 3-4 programming activities per year, including the AGM in May.
- Work to expand learning opportunities for members.

Key Duties for relevant General Meetings

- Notify members of upcoming programs via the Guild forum, social media (work with Communications Committee) and newsletter.
- Provide meeting program information on the Guild website (events calendar).
- Supervise setup and cleanup of chairs and tables.

Types of programming

- Informal/social meetings (e.g., garage sale, AGM potluck, hands-on activities such as photography, handle pulling).
- Formal speaker/presentations: invite experts (guild members and external) to present either virtually or in person on a topic of interest (based on feedback from semi-annual member survey).

Potential Programming

- **September:** Kick-off Event — Social/networking, fun activities, and calendar introduction.
- **October/November, March/April:** Sale preparation (standards, displays, pricing).
- **Other months**: Open House with community outreach, potluck, Tips & Tricks session to leverage Guild expertise on area of interest.
- **June**: AGM with a social component and potluck.

Accountability

Reports directly to the Activity & Program Chair and to the Guild membership.

Term

One-year term, renewable up to a maximum of three consecutive years.

Benefits of Serving

An excellent opportunity to meet interesting speakers, build connections within the Guild membership, and contribute to the success of Guild programs.

THE OTTAWA GUILD OF POTTERS
LA GUILDE DES POTIERS D'OTTAWA

Ottawa Guild of Potters

Position Description: Communications Committee Chair

Executive Volunteer Role

Prepared by Sandra Marshall (2010); Updated by Nancy Riggs (2025)

Role Summary

The Communications Committee Chair (or Co-Chair) leads the Communications Committee and serves on the Executive. This role supports both internal and external communications to promote ceramics, Guild activities, and public engagement.

Responsibilities of the Chair

- Attend 8–10 Executive meetings annually, and special meetings as required
- Coordinate internal and external communications strategy
- Act as Guild representative as needed

Communications Committee Key Duties

- Keep members informed via website, social media, Guild Forum and newsletter
- Ensure effective member, public and media outreach
- Coordinate with Sales, Exhibition, and Festival Committees for event requirements
- Uphold Guild branding standards (logo, colours, naming)
- Organize Comms team meetings; report to Executive
- Respond to public inquiries via email/social media
- Design and coordinate production of promotional materials (posters, ads, signage)

Communications Committee Tasks

With team support, the Chair oversees:

- **Website Liaison:** Coordinate updates from Committee Chairs/Executive with Web Administrator; develop visuals
- **Promotion:** Collaborate with Exec/Chairs to publicize events (e.g., sales, exhibitions, Ottawa Clay Festival) using social media, legacy media, print, email campaigns (Mailchimp or equivalent)
- **Social Media:** Maintain engaging presence on Instagram and Facebook
- **Committee Support:** Provide graphics, signage, and print materials for events
- **Newsletter:** Produce and distribute monthly newsletter via Guild Forum

Accountability

Reports to the President and Guild membership.

Term

Maximum three-year term. Successor recruitment and training should begin at least one year before term ends.
