

# Vice-President, Administration

The Vice-President, Administration (VP Admin) is the strategic owner of how CPMHA presents itself, governs itself, and funds itself off the ice. They set direction for documents, brand, communications, and fundraising — but they do so by enabling the Webmaster, Secretary, Convenors, and team officials to do their best work.

## Purpose

The VP Admin exists to ensure CPMHA looks, sounds, and operates like a well-run modern organization. Success looks like a website members trust, documents that are current and consistent, sponsors who renew willingly, and a back-office that runs smoothly without anyone scrambling.

## Reports To / Works With

- **Reports to:** the President.
- **Works closely with:** the Secretary, Webmaster, Registrar, Treasurer, Level Convenors, and the President.
- **External relationships:** sponsors, community partners, local media, and counterpart Admin VPs at neighbouring associations.

## Core Responsibilities

### Strategic

- Keep the CPMHA Constitution and Bylaws current. Identify needed amendments and shepherd them through the AGM process.
- Define and maintain a consistent look and feel for all CPMHA documents, presentations, web pages, and social media.
- Set the communications strategy: what gets posted where, how often, and in what voice.
- Set the fundraising and sponsorship strategy: target sponsors, annual goals, recognition tiers, and renewal cadence.
- Coordinate with the Registrar and Convenors on managerial requirements (team manager templates, parent communications, etc.).
- Step in as Acting President when the President and VP Hockey Operations are both unavailable.

### Operational (kept deliberately narrow)

- Approve major communications before they go out under the CPMHA banner.
- Maintain the document templates and brand assets in a shared, accessible location.

- Sign off on sponsor agreements before they reach the President.

## What This Role Does NOT Do

- **Does not maintain the website or post to social media day-to-day.** That is the Webmaster's job; the VP Admin sets direction and approves the strategy.
- **Does not write meeting minutes.** That belongs to the Secretary.
- **Does not handle player or family data.** Registration, transfers, and HCR records belong to the Registrar.
- **Does not handle financial reconciliation, budgeting, or banking.** That belongs to the Treasurer.
- **Does not solicit individual sponsors alone.** Sponsor outreach should be a shared effort — Convenors, parents, and the President all play roles.

## Annual Calendar / Key Touchpoints

- **April–May:** Lead Constitution/Bylaw amendment process in advance of the AGM; prepare AGM materials with the Secretary.
- **June–July:** Refresh sponsor packages; renew expiring agreements; plan the season's communications calendar.
- **August:** Coordinate with the Webmaster on registration-period website updates; brief team managers on communication standards.
- **September:** Public season-opening communications; sponsor recognition rollout.
- **October–March:** Steady-state communications oversight; mid-season sponsor check-ins; mid-year governance review.
- **March–April:** End-of-season sponsor thank-yous; document archive review with the Secretary.

## Required Qualifications & Screening

- General membership in good standing.
- Vulnerable Sector Check submitted through the Ontario Screening Submission Portal.
- Respect in Sport — Activity Leader.
- Gender Identity and Expression course.
- Comfort with not-for-profit governance and basic marketing or communications principles.

## Key Policies & Documents to Know

- CPMHA Constitution and Bylaws
- CPMHA Photo Guidelines Policy
- CPMHA Social Media and Networking Policy
- CPMHA Privacy Policy
- CPMHA Confidentiality Policy

- HEO Logo Usage and Approval Policy
- Ontario Not-for-Profit Corporations Act, 2010 (ONCA)
- HEO Accessibility Policy / AODA Compliance Manual

## Onboarding Checklist

### First 30 days

- Audit the current state of the CPMHA Constitution, Bylaws, and key policies. Identify what is out of date.
- Meet with the Webmaster, Secretary, and Treasurer to understand current workflows.
- Inventory existing sponsor relationships and agreement renewal dates.
- Review brand assets, document templates, and the website for inconsistencies.

### First 60 days

- Publish (or refresh) a one-page brand and communications style guide for the board and team managers.
- Build a sponsor pipeline document — current, prospective, and lapsed.
- Confirm AODA accessibility compliance for the website with the Webmaster.

### First 90 days

- Draft the season's communications calendar.
- Confirm document and bylaw amendment process for the upcoming AGM.
- Run a brief refresher for team managers on what CPMHA communications should look and sound like.

## Success Indicators

- CPMHA's website, emails, and social media look like they come from one organization.
- The Constitution and key policies are current and easy for any volunteer to find.
- Sponsors describe their CPMHA experience as professional and worthwhile.
- The board does not have repeated "who's posting that?" or "what's our policy on..." confusion.
- Members report that they hear from CPMHA at the right times, in the right channels.