



**Chief Administrative Services  
to the  
Travel Media Association of Canada**

Reports to: President and Board of Directors of Travel Media Association of Canada

Type: Contract

Location: Canada

Position start date: May 3, 2021

Position Term: One year with an option to renew

Application Deadline: 11:59 PM EST, March 15, 2021

**TMAC**

The Travel Media Association of Canada (TMAC) is the Canadian not for profit association serving industry and all media travel professionals. The association currently has about 300 members — Canadian writers, photographers, videographers, bloggers and social media mavens, as well as highly respected representatives of the travel industry from around the world. Our mission is to foster excellence in travel media coverage on all platforms, to promote professional development, to uphold ethical standards and to encourage the dissemination and exchange of information about travel. We cultivate relationships that result in relevant connections, comprehensive opportunities and successful outcomes. As an organization, we strive for inclusivity, openness and forward-thinking in the ever-changing travel industry environment. TMAC values diversity and equal opportunity.

**Contractor Responsibilities:**

The CAO (Chief Administrative Officer) plays a key role in all administrative functions of TMAC, including general administration, financial oversight, conference facilitation, future host and sponsorship outreach and planning, brand development, partnerships and

website management. Functioning both collaboratively and independently, this team member is responsible for ensuring that TMAC operates effectively and efficiently while helping to build TMAC's brand and organizational profile through ensuring a strong presence and forward looking marketing and partnership initiatives.

#### Broad Responsibilities:

General  
Financial Oversight  
Administration  
Conference, Future Host and Sponsorship  
Website  
Marketing

#### General

- Coordinate with and take direction from the Board and from all relevant Committees of the Board in carrying out all tasks.
- Coordinate the MRO (Membership Relations Officer) on all tasks.
- Make monthly reports to the National Board and Membership Committee summarizing monthly activities, estimates of time spent on broad responsibilities monthly and year-to-date, outline upcoming tasks and provide alerts to any urgent matters.
- Participate in an annual performance review.
- Other duties as assigned by the board.

#### Financial Oversight

- Secure and contract bookkeeping services, auditor, web tech services, and any other required services as approved by the Board of Directors.
- Oversee bookkeeper, web tech and any other outsourced services.
- Prepare TMAC books for annual financial audit, liaise with auditor to provide all information requested and make all adjustments suggested by the auditor.
- Ensure TMAC meets responsibilities required by the Canada Corporations Act, including annual filings.
- Ensure TMAC has necessary liability and indemnification insurance for the Board and association.
- Change the signing officers of the TMAC account to reflect new signing officers and ensure that TMAC has a banking and signing policy in place and it is updated as required.
- In cooperation with MRO, process membership fees.
- Process all cheques and other payments.
- Provide the Treasurer with monthly statements and a detailed quarterly financial report.

#### Administration

- Manage and oversee contracted services to ensure TMAC's needs are being met.
- Assist the Secretary in organizing monthly board conference calls.

- Working with the Secretary, Treasurer, President and Committees, distribute Board packages to TMAC Board members in advance of each meeting including financial statements, agenda and any required supporting material.
- In advance of monthly Board meetings, provide financial statements to the Treasurer for approval and distribution.
- Attend and record all Board meetings and, if necessary, assist the Secretary in preparation of the Minutes within seven days of each meeting.
- Oversee and administer the reimbursement of all TMAC related expenses to National Board and Association members.
- Coordinate and oversee distribution of AGM package, including the annual report.
- Implement the strategic plan as developed and directed by the National Board of Directors.
- Organize strategic planning sessions only as directed by the National Board.

#### Conference, Future Host and Sponsorship

- Facilitate the execution of the annual conference under the leadership of the Conference Planning Committee (CPC).
- Support CPC in the solicitation of host proposals.
- Visit prospective sites when necessary, possible, affordable.
- Send announcement of selected host destination and conference dates to TMAC members.
- Prepare and work within the conference budget in collaboration with the TMAC Treasurer and CPC.
- Ensure conference payments and invoices are dealt with in a timely fashion.
- Submit final report to Board including revenue and expense overview, sponsorship and final registration summary by membership type, including provincial breakdown and comparison to previous conferences.
- Work with Sponsorship Committee to communicate opportunities to industry and liaise with sponsors.
- Ensure that TMAC has an efficient registration, media marketplace appointments and all other necessary components required.
- Maintain and update registrations as required. Ensure that the registration service provider has the capabilities of producing name tags, delegate kits (if required), media marketplace appointment schedule distribution.
- Ensure all additional expertise is available for audio visual and technology on site.
- Working with the MRO, manage delegate requirements.
- Coordinate and confirm conference venue and room blocks.
- Prepare in conjunction with CPC and PD Committee a detailed review of conference programming and activities for presentation to the TMAC Board of Directors.
- Assist in procurement and distribution of gifting for hosts and sponsors, if required.
- Manage all issues that may arise onsite related to transportation, sponsorship, host destination, offsite venues and registration. Arrive 48 hours in advance and be on call 24/7 during the conference.
- Support TMAC Board of Directors in the preparation and facilitation of the AGM and ensure all necessary voting materials are printed and distributed in proper quantity and in a timely manner.

- Design and carry out a conference survey of all delegates and report findings to Board of Directors and CPC.

#### Website

- In cooperation with the MRO, administer the functioning and evolution of the TMAC website to best serve members.
- Manage and oversee all aspects of the TMAC website ensuring information is current as it pertains to all aspects of the organization including communication pieces, Board packages and annual conference updates and registration.
- Manage the TMAC website within parameters of annual operating budget.
- Liaise with web developer, as required, to ensure changes to TMAC website are made accurately and expeditiously.
- In cooperation with the MRO, develop SEO plan and interpret data sets to grow TMAC profiles.

#### Marketing

- Help position TMAC as the leading industry voice in the Canadian travel marketplace.
- As overseen by the National Board and in cooperation with the MRO, develop marketing initiatives and build partnerships to help raise the profile of TMAC in the Canadian travel marketplace.
- Develop marketing and communication plans across all communications channels.
- Develop an external social media strategy and manage the platforms on a daily basis.
- Develop sponsorship programs to retain existing sponsors and attract new sponsors to TMAC.
- Working with the National Board, serve as TMAC's industry representative at other travel conferences and travel related events where appropriate or as directed by the National Board (e.g. Go Media, etc.)
- As CAO, attend chapter meetings and M&M's as required or as directed by the National Board.

#### **Competencies:**

Background and track record in events management

Strong financial management, reporting and accountability skills

Intimate and current understanding of the travel media industry

Experience in brand development and management

Experience and training in the creation and management of websites

Ability to nurture sponsorship and stakeholder relationships

Understands the functions of and works easily with non-profit boards of directors

Excellent organizational skills

Excellent communication skills on all platforms

Previous experience with SEO and analytics is an asset

A collaborative leadership style with the ability to foster relationships inside and outside an association

Ability to work to deadlines

Exceptional technical skills with Microsoft Office, Adobe Creative Suite

### **Compensation**

TMAC estimates that the provision of CAO services will require no less than an average of 20 hours per week.

Please include salary expectations in your bid. The contract may not necessarily be awarded to the lowest bidder.

### **Proposal Submission:**

Submissions must be submitted to and will be evaluated by the TMAC Human Resources Committee at this email address only:

Email: [TMACRFPBids@gmail.com](mailto:TMACRFPBids@gmail.com)

ELECTRONIC PROPOSAL SUBMISSIONS ONLY, shall be received by the Bidding System, no later than 11:59 EST on March 15, 2021.

TMAC values diversity and equal opportunity. Everyone is different, so we will take into account individual accessibility needs, including special accommodation, during the recruitment process and, if the successful bidder, on the job.

## **Appendix A**

### **A. False or Misleading Statements**

If in TMAC's opinion, a proposal contains false or misleading statements or references that do not support a function, attribute, capacity or condition as contended by the vendor, then the entire proposal may be rejected.

### **B. Bribery/ Fraud**

Should any Proponent or any of their agents give or offer any gratuity or attempt to bribe any employee or board member of TMAC, or to commit fraud, TMAC shall be at liberty to cancel the Proponent's submission.

### **C. Inquiries, Clarifications and Addenda**

If a Bidder needs to address any discrepancies, errors and/or omissions in the Bid Document, or if they are in doubt as to any part thereof, such changes will not be accepted after the deadline.

Any inquiries must not be directed to other TMAC members or its Board of Directors. Directing inquiries through other channels than the HRC (Human Resources Committee) will result in your submission being rejected.

### **D. Limitation of Liability**

TMAC and its Board members shall not be liable for any information or advice or any errors or omissions that may be contained in the RFP or any data, materials, or documents disclosed or provided to the Proponent pursuant to this RFP or otherwise. TMAC and its Board members make no representation or warranty, either express or implied, in fact or in law, with respect to the accuracy or completeness of this RFP or such data, materials, or documents, and shall not be responsible for any claim, action, cost, loss, damage, or liability whatsoever arising from the Proponent's reliance or use of this RFP or any data, materials, or documents provided. The Proponent should satisfy itself as to the accuracy of the information contained in the RFP through independent means. The only representations and warranties made by TMAC will be those that may be contained in any definitive agreement between TMAC and the Proponent.

Neither the transmission of this RFP to a Proponent nor the acceptance or receipt of a Proposal by TMAC shall be construed as or imply any obligation or commitment on the part of TMAC to enter into a contract or agreement of any kind in respect to any or all of the contents of this RFP.

### **E. No Collusion**

No Proponent shall discuss or communicate with any other person or entity (including, without limitation, any employee, representative, or member of TMAC) about the preparation of its Proposal. Each Proponent's Proposal shall be prepared without any connection, knowledge, comparison of information, or arrangement with any other person or entity responding to the RFP (or any employee, representative, or agent thereof) and each Proponent shall be responsible to ensure that its participation in this RFP is conducted fairly and without collusion or fraud.

### **F. No Publicity or Promotion**

The Proponent shall not make any public announcement or distribute any literature regarding this RFP or otherwise promote itself in connection with this RFP. In the event the Proponent is awarded a contract, the Proponent shall not identify TMAC as a customer of the Proponent and shall not otherwise use TMAC's name or any TMAC mark, without the written consent of TMAC.

#### G. Conflict of Interest

Bidders are required to disclose through the Bidding System, and on an ongoing basis thereafter, any conflict of interest, real or perceived, that exists now or may exist in the future, with respect to this RFP.

The Proponent will be required to identify if the Proponent has any conflict of interest with respect to other work and/or other clients. The Proponent shall ensure that all Subcontractors also have no conflict with respect to other work and/or other clients. No officer or employee of TMAC is, will be, or has become interested, directly or indirectly, as a contracting party, partner, stockholder, surety or otherwise howsoever in or in the performance of the said contract, or in the supplies, work or business in connection with the said Agreement, or in any portion of the profits thereof, or any supplies to be used herein, or in any of the monies to be derived therefrom.

#### H. Rights Reserved by TMAC

TMAC reserves the right, in its sole discretion and without notice or reasons, and without liability to:

1. accept/reject any or all Proposals and/or reissue the RFP in its original or revised form;
2. to extend the time for the submission of proposals;
3. to modify the RFP;
4. by the publication of an addendum or other notice, TMAC shall not be liable for any expense, cost, loss or damage incurred or suffered by any Applicant (or any other person) as a result of its so doing.

Late Proposals shall not be accepted by TMAC's Bidding System.

**HARD-COPY PROPOSAL SUBMISSIONS WILL NOT BE ACCEPTED.**