

## Role Profile – Chair

<b>Vision</b>	Creating advantage for the benefit of professionals, business and society.
<b>Mission</b>	The global leader in enabling professional marketing to deliver business advantage.
<b>Position</b>	Creating marketing advantage - We believe professional marketing is <u>the</u> critical factor in driving long term organisational performance. CIM is the guardian of ethical, professional marketing practice.
<b>CIM's strategic goals</b>	<ol style="list-style-type: none"> <li>1. To be recognised as the place for <b>marketing development</b> by providing inspiring, accessible, lifelong learning for marketers.</li> <li>2. To <b>increase</b> membership <b>numbers</b> through recognition of professional marketing development and so develop a vibrant, inclusive, virtual marketing community.</li> <li>3. To <b>increase market development</b> through an integrated approach of <b>partnerships</b> and <b>network support</b> that <b>increases</b> our <b>profile, reach</b> and <b>revenue</b>.</li> <li>4. To be an <b>effective organisation</b> and a <b>great place to work</b> with a <b>customer-centred, curious</b> and <b>collaborative culture</b> with the <b>people, resources and capabilities</b> necessary to <b>achieve our goals</b>.</li> </ol>
<b>CIM regional objectives and target audience</b>	<p><b>Early career stage</b> - to encourage students at universities and business schools to consider marketing as a career choice and engage with CIM qualifications</p> <p><b>Mid-career stage</b> - to develop appropriate activities focussed on affiliate and studying member support and engagement Route to chartered?</p> <p><b>Mid-career stage and senior marketers</b> -To provide a range of activities and networking events to enhance CIM's membership proposition for current and potential members both studying &amp; professional and non-members.</p> <p><b>Mid-career stage and senior marketers</b> - to raise awareness of CIM key activities among key stakeholders support relationships with those and key partnerships developed by CIM.</p>
<b>Key Responsibilities – Chair Role</b>	<ul style="list-style-type: none"> <li>• Work alongside the Volunteer Partnerships Manager to provide leadership within the community to support the implementation of CIM strategy and vision and raise the profile of CIM within that community while adhering to CIMs Charter, Bye-laws and regulations.</li> <li>• In collaboration with Volunteer Partnerships Manager produce, for approval by CIM SMT, an annual operating plan focussed on supporting CIM Marketing, PR and Education teams.</li> <li>• With the Regional Group facilitate, monitor and liaise with the regional volunteer teams to ensure the effective and efficient implementation of the operational plan.</li> <li>• Ensure all the regional volunteers maintain current membership and adhere to the code of professional conduct when representing CIM within the community.</li> <li>• Ensure, with the Volunteer Partnerships Manager, that meetings of the Regional Group are held with appropriate regularity and are accurately minuted (actions recorded) and chaired appropriately.</li> <li>• Cascade information relating to all CIM activities outlined within regular Chairs meeting to all Group members</li> <li>• On occasion and where requested by Head of Public Relations, act as a spokesperson for CIM on specific community issues – liaising with the CIM press office.</li> </ul>

	<ul style="list-style-type: none"> <li>• Report any conflict of interest in terms of activities, relationships or communication to the Volunteer Partnerships Manager as soon as the issue is known.</li> <li>• Monitor the teams activities in relation to cascading social media messaging to regional, sector and business related contacts</li> </ul>												
<b>Regional or Ambassador Role</b> - relevant activity to be agreed with Regional Group members- will depend on regional priorities and time available.													
<b>KPIs</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">To reflect activity as agreed with Volunteer Partnerships Manager/Group of Directors.</td> <td style="width: 20%; text-align: center;"><b>Current</b></td> <td style="width: 20%; text-align: center;"><b>Target</b></td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </table>	To reflect activity as agreed with Volunteer Partnerships Manager/Group of Directors.	<b>Current</b>	<b>Target</b>									
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<b>Qualities and experience</b>	<ul style="list-style-type: none"> <li>• Professional member of CIM</li> <li>• Chartered Marketer or working toward Chartered status.</li> <li>• Experienced marketing practitioner.</li> <li>• Excellent leadership, motivational and people/volunteer management skills</li> <li>• Knowledge of business support services and organisations.</li> <li>• Well-connected within the sector.</li> <li>• Desire and motivation to work with stakeholders to build a marketing community.</li> </ul>												
<b>Term of office &amp; commitments</b>	<ul style="list-style-type: none"> <li>• Appointed by the Regional panel.</li> <li>• The term of office for the Chair is three years, renewable for one further continuous term in that role with the approval of the relevant panel. A regional officer completing six years' tenure may not re-stand to that role until they have completed a break in office of three years.</li> <li>• Chair quarterly Regional Group meetings.</li> <li>• Hold interim meetings and communication with Vice Chairs.</li> <li>• Average time required 3 hrs per week.</li> <li>• Attend quarterly Regional Chairs Forum.</li> <li>• Attend annual CIM Stakeholders Conference.</li> </ul>												