

## Role Profile – Events Ambassador

<b>Vision</b>	For professional marketing to be recognised as a vital driver of business growth.		
<b>Mission</b>	To develop the profession and those who work within it for the benefit of the economy and society.		
<b>CIM's strategic goals</b>	<ol style="list-style-type: none"> <li>To be recognised as the place for <b>marketing development</b> by providing inspiring, accessible, lifelong learning for marketers.</li> <li>To <b>increase membership numbers</b> through recognition of professional marketing development and so develop a vibrant, inclusive, virtual marketing community.</li> <li>To <b>increase market development</b> through an integrated approach of <b>partnerships</b> and <b>network support</b> that <b>increases our profile, reach and revenue</b>.</li> </ol> <p>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>.</p>		
<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 - Ambassador Role</b>	<ul style="list-style-type: none"> <li>This role involves the planning (topic/speaker/format/timing/location) and organisation of an annual events programme for the Region/Sector Interest Groups.</li> <li>Liaising with the CIM Events Team to list and promote events.</li> <li>Pre-event administration and event management.</li> <li>Liaising with the Communications Ambassador to promote events and ticket sales.</li> <li>Liaise with Education Ambassador to promote events via partners i.e. Higher Education Universities.</li> <li>Work with Volunteer Partnership Managers and Learner Partnership Managers to agree relevant venues amongst CIM Partners.</li> </ul>		
<b>Regional or Ambassador Role</b> - relevant activity to be agreed with Regional Group members, Sector Ambassador or Community Ambassador as it will depend on regional priorities and time available.			
<b>Target audience</b>	Based on career stage model, but to be defined and agreed with the individual Ambassador.		
<b>Objectives</b>	KPI's relating to event attendance (member + Non-member), event profit & loss and Customer Satisfaction Scores.		
<b>Relationship</b>	Reports to Chair or Vice Chair.		
<b>Activities</b>	See Appendix A.		
<b>KPIs</b>	To reflect agreed activity and to be agreed with Ambassador.	<b>Current</b>	<b>Target</b>
	Event Attendance.		
	Profit & Loss.		
	Customer Satisfaction Scores.		
<b>Relationships</b>	Chair, Vice Chair, Communications Ambassador, Volunteer Partnership Manager, other Group members.		
<b>Qualities and experience</b>	<ul style="list-style-type: none"> <li>Experienced marketing practitioner.</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 Chair/Vice Chair/ Volunteer Partnerships Manager.</li> <li>Up to 3-year term.</li> <li>The term of office for Ambassadors can be reviewed annually by the Regional Group.</li> <li>Attend quarterly Regional Group meetings.</li> <li>Average time required 2- 3 hrs per week.</li> </ul>		
<b>Volunteer Induction</b>	Volunteer Induction information on Sharepoint – click <a href="#">here</a> .		

## Appendix A: Regional Group Role Profile – Events Ambassador

### Ambition

Attendee, “That was fantastic, when’s the next one”

### Objectives

1. Working with Chair/Vice Chair/Volunteer Partnership Manager to help plan, create and implement a successful CPD events programme.
2. Achieve financial objectives agreed for each event – delegate attendance, sponsorship and exhibition revenue
3. Customer satisfaction rating per event 4.3 or above

### Main tasks

1. Help plan events programme (e.g. topics/speakers/venue/dates) in conjunction with Chair/Vice Chair/ Volunteer Partnership Manager
2. Speaker research, selection, negotiation, administration
3. Venue research, selection, negotiation, liaison prior to event and on the day
4. Audio visual and catering
5. Sell sponsorship and exhibitor space if applicable
6. Complete Event Creation Forms and submit to Volunteer Partnerships Manager for approval
7. Event marketing - liaison with both CIM Head Office events team and Communications Ambassador
8. Management of events team at the event

### Expectations

1. Attend quarterly Regional Group Meetings
2. 1-2 hours per week

### Relationships

1. Chair, Vice Chair and Ambassadors
2. Communications Ambassador
3. Volunteer Partnership Manager and Head Office Events Team
4. Leads local team of volunteers for each event