

## Role Profile – Vice 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 membership 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 – Vice Chair</b>	<ul style="list-style-type: none"> <li>• Provide support to the Regional Chair in delivering all of the Regional Groups objectives</li> <li>• Contribute to the development of an operational plan incorporating a range of activities designed to deliver the regional objectives within budget parameters.</li> <li>• Take responsibility for key project areas/activities within the community (Education, Events or Comms.) – giving support to selected Ambassador roles and reporting back to the Chair on an agreed regular basis.</li> <li>• In taking responsibility for a specific activity, to demonstrate leadership, direction and support to the Ambassadors and Project Team leads.</li> <li>• Act as the point of liaison between the Ambassador teams and the Chair in all areas.</li> <li>• Together with the Chair and VPM, set and agree KPIs for each area of activity.</li> <li>• Together with the VPM and Chair, help to motivate the Ambassador and volunteer teams to implement projects effectively.</li> <li>• To provide feedback on activities, contribute to the regional delivery plan and ongoing development of the region.</li> <li>• Support and deputise for the Chair where required and with the assistance of the VPM.</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>	To reflect activity as agreed with VPM/Regional Chair	<b>Current</b>	<b>Target</b>
<b>Relationships</b>			
<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>• 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 and commitments</b>	<ul style="list-style-type: none"> <li>• Appointed by the Regional panel.</li> <li>• The term of office for the Vice Chair is 3 years renewable for one further continuous term in that role with the approval of the relevant panel. A regional officer completing 6 years' tenure may not re-stand to that role until they have completed a break in office of 3 years.</li> <li>• Hold interim meetings with Ambassadors and report back to Chair.</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> .		