**Volunteer Role Profile**

**Vice Chair GLR: Interest Groups**

**Target Audience**

Marketers, members and non-members, small business owners and managers, other professional bodies and relevant organisations supporting the region’s key industry sectors and interest groups.

**Ambition**

1. Growing the community: to increase significantly the number and variety of marketing professionals supported by, and engaging with CIM in the Region
2. Building partnerships: to grow our role as an advisor, source of best practice and partner to organisations within the region seeking to improve performance through marketing capability
3. Championing the profession: to be the champion of responsible and effective marketing practice.

**Regional Objectives**

1. To raise awareness of CIM among key stakeholders and develop and support partnerships with other professional bodies and relevant organisations.
2. To provide a range of activities and networking events to enhance CIM’s membership proposition for current and potential members, both studying and professional.

**Main tasks**

1. With the Network Manager and Chair contribute to the development of a regional strategy consistent with the CIM corporate strategy and the **Ambition** and **Regional Objectives** stated above.
2. Contribute to the development of an operational plan incorporating a range of activities designed to deliver the regional objectives within given budget parameters.
3. With Interest Group Ambassadors design and implement a range of activities that encourage marketers from different industry sectors and marketing specialists to engage with CIM, share best practice and network with other marketers working in their sector or specialist field of marketing
4. Set and agree KPIs for each area of activity and with the Network Manager and Chair motivate the Ambassadors and volunteer teams to implement projects effectively.
5. Regularly monitor performance.

**Expectations**

1. Attend quarterly Regional Board Meetings
2. Interim meetings and communication with Chair, fellow Vice Chair and Network Manager
3. 2-3 hours per week
4. Attend regional events

**Relationships**

1. Chair
2. Network Manager
3. Vice Chair
4. Interest Groups Ambassadors
5. Interest groups and other professional bodies

**Reports to**

1. Chair
2. Network Manager

**Qualities and experience**

1. Senior marketing practitioner and Chartered Marketer
2. Active CIM advocate
3. Experienced volunteer
4. Team leadership experience