**CIM Wales : Vice Chair ( generic )**

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| **Vision** | For professional marketing to be recognised as a vital driver of business growth. | | |
| **Mission** | To develop the profession and those who work within it for the benefit of the economy and society. | | |
| **CIM’s corporate goals** | **Growing the Community**. To significantly increase the number and variety of marketing professionals supported by and engaging with CIM in the UK and in key international markets.  **Developing Marketer’s Careers**. To facilitate support to marketing professionals and deliver professional development throughout their careers.  **Building Partnerships**. To grow CIM’s role as advisor, source of best practice and partner to organisations within the region seeking to improve performance through marketing capability.  **Championing the profession**. To be the champion of responsible and effective professional marketing practice. | | |
| **CIM regional objectives and target audience** | **Explore** - to encourage students at universities and business schools to consider marketing as a career choice.  **Evolve** - to develop appropriate activities focussed on affiliate and studying member support and engagement.  **Evolve & Excel** -To provide a range of activities and networking events to enhance CIM’s membership proposition for current and potential members both studying & professional members and non-members.  **Evolve & Excel** - to raise awareness of CIM among key stakeholders and develop and support partnerships with other professional bodies and relevant organisations. | | |
| **Key Responsibilities – Vice Chair** | * Provide support to the Regional Chair in delivering all of the Regional Chair’s objectives * Contribute to the development of an operational plan incorporating a range of activities designed to deliver the regional objectives within budget parameters. * Take responsibility for key project areas/ activities within the community – giving support to selected Ambassador roles and reporting back to the Chair on an agreed regular basis. * In taking responsibility for a specific activity, to demonstrate leadership, direction and support to the Ambassadors and Project Team leads. * Alongside the NM, act as the point of liaison between the Ambassador teams and the Chair in all areas. * Together with the Chair and NM, set and agree KPIs for each area of activity. * Together with the NM and Chair, help to motivate the Ambassador and volunteer teams to implement projects effectively. * To provide feedback on activities, contribute to the regional delivery plan and ongoing development of the region. * Support and deputise for the Chair where required and with the assistance of the NM. | | |
| **Regional or Ambassador Role -** relevant activity to be agreed with regional board members, sector ambassador or community ambassador as it will depend on regional priorities and time available. See Aappendix A for examples. | | | |
| **Activities** | See Appendix A as example | | |
| **KPIs** | To reflect activity as agreed with NM/Regional Chair | **Current** | **Target** |
| See Appendix A as example e.g. % growth in community |  |  |
| See Appendix A as example e.g. growth in membership |  |  |
| See Appendix A as example e.g. generate revenue. |  |  |
| **Relationships** | See Appendix A as example | | |
| **Qualities and experience** | * Chartered Marketer or working toward Chartered status. * Experienced marketing practitioner. * Knowledge of business support services and organisations. * Well connected within the sector. * Desire and motivation to work with stakeholders to build a marketing community. | | |
| **Term of office & commitments** | * Appointed by the Regional panel. * The term of office for the Vice 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. * Hold interim meetings and communication with Chair and NM as required. * Attend quarterly Regional Board meetings. * Average time required 2-3 hrs per week. | | |

**Appendix A: Regional Board Role Profiles**

**Note**:

* Generic role profile template to be used for all Board roles
* Regional Chair and Vice Chairs together referred to as "Officers".
* Network Manager referred to as "NM".

| **Role** | **Responsibilities & Objectives** | **Relationship-example** | **Activities-example** | **KPIs-example** |
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| **Regional Chair** | 1) Where required and requested by the CEO act as a spokesperson for CIM on specific community issues – liaising with the NM.  2) Work alongside the NM to provide leadership within the community to support the implementation of CIM strategy and vision and raise the profile of CIM within that community and adhering to CIMs Charter, Bye-laws and regulations.  3) Produce, for approval by CIM BOT, an annual plan, to an agreed budget to implement CIM objectives within the community in consultation with MPAG, CIM staff, NM, Regional board and Regional volunteer teams.  4) With the Regional Board facilitate, monitor and liaise with the Regional volunteer teams to ensure the effective and efficient implementation of the agreed plan.  5) Ensure all the Regional volunteers adhere to the code of professional conduct when representing CIM within the community.  6) Where required report on/ represent the views of the Region to the Membership and Professional Advisory Group (MPAG).  7) Create – with the support of the Vice Chairs and Ambassadors, project teams managed by the appropriate ambassadors to implement and support key projects.  8) Through consultation with the NM and Regional board develop and drive relationships with the wider business community and relevant partner organisations within the community.  9) Ensure, with the NM, that meetings of the Regional Board are held with appropriate regularity and are accurately minuted, and chaired appropriately.  10) Report any conflict of interest in terms of activities, relationships or communication to the NM as soon as the issue arises. | Potential strategic partners; universities, professional organisations  Employers/ Organisations within the region  Chairs across the UK  Comms Ambassador  Event Ambassador  Sector Ambassadors  NM and Vice Chairs | CIM representative at events, including delivering speeches and presentations  Facilitating and building relationships, including potential strategic introductions for CIM  Raising awareness of CIM within the community  Leading, managing and motivating the Board and the Community  Strategic planning, reviewing sector/project plans  Managing budgets  Chairing Board meetings | % growth of Community  Memberships gained  Adherence to plan and budgets  Board member turnover and attendance  Event attendees  Speeches and presentations delivered  Relationships built / outcomes achieved. |
| **Vice Chair** | Provide support to the Regional Chair in delivering all of the Regional Chair objectives and:  1) Take responsibility for key project areas/ activities within the community – giving support to selected ambassador roles and reporting back to the Chair on an agreed regular basis.  2) Alongside the NM act as the point of liaison between the ambassador teams and the Chair in all areas.  3) Support and deputise for the Chair where required with the assistance of the NM. | Vice Chairs across the UK  Comms Ambassador  Event Ambassador  Sector Ambassadors  NM and Chair | Supporting and deputising for the Regional Chair in the above activities plus any specific activities from the above that the Regional Chair delegates | As per Chair |