**Generic Role Profile Template – Ambassador Example**

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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 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 - Ambassador Role** | * To work with the Network Manager to develop a sector or community specific plan of activities that is consistent with CIM goals and regional objectives, and reflects the professional pathway. Increase participation, build teams and plan for succession and cover * Promote CIM membership to non-members and generate potential leads. * Promote CPD and Chartered Status to CIM members. * Contribute sector and regionally relevant content as required for any e-news publications. * Join national sector relevant group if available. | | |
| **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 appendix A below for examples. | | | |
| **Target audience** | Based on Explore-Evolve-Excel model, but to be defined and agreed with the individual Ambassador | | |
| **Objectives** | See Appendix A as example | | |
| **Relationship** | See Appendix A as example | | |
| **Activities** | See Appendix A as example | | |
|  |  | | |
| **KPIs** | To reflect agreed activity and to be agreed with Ambassador. | **Current** | **Target** |
| See Appendix A as example |  |  |
| See Appendix A as example |  |  |
| See Appendix A as example |  |  |
| **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 Chair/Vice Chair/ Network Manager. * Up to 3 year term with an initial 6 month probation period that can be extended with the agreement of the Chair, Vice Chairs and Network Manager. * The term of office for Ambassadors can be reviewed annually by the Regional Board * Attend quarterly Regional Board meetings * Average time required 2- 3 hrs per week. | | |

Appendix A

**Appendix A: Regional Board Role Profiles**

**Note**: Generic role profile template to be used for all Board roles and section on Regional or Ambassador Role to be developed with each Ambassador.

Regional Chair and Vice Chairs together referred to as "Officers".

Network Manager referred to as "NM".

**Example Ambassador Roles**

| **Role** | **Responsibilities & Objectives-example** | **Relationship-example** | **Activities-example** | **KPIs-example** |
| --- | --- | --- | --- | --- |
| **Explore Ambassador** | 1) Through discussion with the NM and Officers develop relationships with agreed key education partners within the community.  2) Develop an understanding of the external factors influencing the regional education sector.  3) Represent CIM at relevant education events.  4) Alongside the NM and Officers develop a network of marketing practitioner to provide support to Universities and ASC s within the community for Guest speakers, case studies, placement opportunities.  5) Liaise with the NM to encourage Universities to align degrees with the Graduate Gateway programme.  6) Build the awareness of the Graduate Gateway benefits within the learner community to encourage engagement with qualifications. | ASC  Universities  Schools  Tutors  Marketing Practitioners  Examination Boards  Explore Ambassadors across other regions  Comms Ambassador  Event Ambassador  Sector/Small Business Ambassadors  NM and Chair | Keeping up to date on developments in your sector/subject area to protect CIM brand reputation and identify potential opportunities  Creating and delivering an activity plan for your sector/subject area, keeping relevant contacts updated on progress  Leading, managing and developing teams to support adhoc projects within your sector/subject area and ensuring succession and cover  Increasing participation and identifying and addressing disengaged members within your sector/subject area  Raising awareness of CIM qualifications within the community  CIM representation at education events, e.g. Graduation ceremonies, open days, etc.  Undertaking careers talks  Providing Guest speakers  Facilitating and building relationships between local organisations and teaching establishments to maximise opportunities for learner | Graduate Gateway sign ups  Graduate gateway engagement of learners  Relationships built / outcomes achieved.  New segments targeted  Adherence to plan and budgets  Members engaged in project teams in your sector/subject area |
| **Event Ambassador** | 1) Alongside the NM and Officers act as the point of contact for the community in relation to the elements of CIM content strategy which require coverage and support.  2) Through discussion with the NM, Officers and Ambassadors plan and present to the board for approval a six - nine monthly rolling plan of event activity with clearly defined objectives and costings.  3) Recruit suitably skilled project teams to implement agreed event plans and take responsibility for the event in entirety.  4) Report, on a quarterly basis, to the board on all event activity undertaken by the team with clear recommendations for changes required to the event strategy going forward.  5) Ensure all expenditure is approved within agreed processes and is in line with the budgeted expenditure for the community.  6) Ensure suitable contingency plans are in place and are activated only after discussion with the board/NM. All deviations from plan need to be pre-agreed.  8) Establish and recommend when a planned event may need to be cancelled and following discussion with the NM facilitate the agreed cancellation actions.  9) Create synergistic working partnerships with other key stakeholder in the community.  10) Work with the communications ambassador, Officers and NM for the community to ensure all events are promoted effectively and fall within CIM brand guidelines. | CIM members  Non-member Marketing practitioners  Venue hosts and likely attendee – including ASCs and universities  Employers/ Organisations within the region – both as hosts/ attendees/ speakers.  Speakers  Network support team  Event ambassadors from across the regions  Comms Ambassador  Sector/Small Business Ambassadors  NM and Chair | Keeping up to date on developments in your sector/subject area to protect CIM brand reputation and identify potential opportunities  Creating and delivering an activity plan for your sector/subject area, keeping relevant contacts updated on progress  Planning and carrying out events  Leading, managing and developing teams to support adhoc events/ projects within your sector/subject area and ensure succession  Increasing participation and identifying and addressing disengaged members within your sector/subject area  Planning and carrying out events  Sourcing venues and speakers    Liaising with NM with regard to CIM content  Liaising with the NM and Network Support Executives (NSE) in relation to planned , cancelled and live events | Number of attendees  Level of engagement with non-members  Memberships gained  Links established with CIM key stakeholders e.g. Graduate Gateway  Feedback on event content / venue and speaker  Adherence to plan and budgets  Revenue generated / costs covered  Quality of contingency planning  Cancelled events  Social media coverage / responses  Other PR achieved  List of available venues and speakers  Members engaged in project teams in your sector/subject area |
| **Communication (including Social Media) Ambassador** | 1) Liaise with all other subject ambassadors, Officers and the NM to ensure effective and efficient communication is planned.  2) Liaise with the NM and Officers to ensure centralised content is contained within planned communication.  3) Produce a co-ordinated communications plan for approval by the NM and Regional board in line with the objectives of the region and available budget.  4) Ensure all aspects of Region communications are in line with Brand guidelines/ CIM compliant.  5) Manage a team of project members to carry out timely and effective comms activities.  6) Highlight to the NM and Officers where crisis communication are required on an ongoing basis.  7) Report on planned V actual activity to the board on a quarterly basis containing analysis of communication effectiveness and adherence to budget.  8) Ensuring in liaison with the NM and Officers all aspects of the Region website are up to date.  9) Provide and/or review content for regional communication purposes to ensure Brand compliance. | NM  CIM marketing team  All other local subject ambassadors  Comms ambassadors across the regions  Event Ambassador  Sector/Small Business Ambassadors  NM and Chair | Keeping up to date on developments in your sector/subject area to protect CIM brand reputation and identify potential opportunities  Creating and delivering an activity plan for your sector/subject area, keeping relevant contacts updated on progress  Leading, managing and developing teams to support your area and ensure succession and cover  Writing copy for regional website  Reviewing content provided from the community.  Providing copy and comms opportunities for other ambassadors  Monitoring social media and LinkedIn  Crisis communications advice  Providing support at key events  Contributing or gaining contributors to support CIM opinion on forums etc. | Feedback from community.  Level of brand compliance  Social media statistics.  Level of debate created by communications delivered  Engagement across stakeholder groups – especially non-members.  Crises created/ averted or dissipated  Memberships gained  Adherence to plan and budgets |
| **Sector Ambassador** | 1) Alongside the Regional board and NM, investigate the level of engagement/synthesis possible between the community and geographical sectors and small businesses.  2) Build relationships with those key sector and small business related organisations highlighted by the board/ NM within the region.  3) Produce a six month rolling plan to the board on activities required to build specific engagement within the community or the chosen sector or small business engagement.  4) Liaise with relevant ambassadors to communicate, gain approval from the relevant Regional and Sector Board and facilitate planned activity.  5) Report on planned v actual activity to the board on a quarterly basis in relation to the costs incurred and objectives set – with clear recommendations for future activity.  6) Provide a link to agreed external sector and small business activity within the region to encourage greater engagement across the UK. | Sector and small business related organisations within the region  Professional organisations e.g. Chamber of Commerce  Selected local and national Government agencies relating to specific sectors/small businesses  Other awarding bodies  All sector/ small business ambassadors across the UK  Comms Ambassador  Event Ambassador  Sector/Small Business Ambassadors  NM and Chair | Keeping up to date on developments in your sector/subject area to protect CIM brand reputation and identify potential opportunities  Creating and delivering an activity plan for your sector/subject area, keeping relevant contacts updated on progress  Leading, managing and developing teams to support adhoc projects within your sector/subject area and ensuring succession  Increasing participation and identifying and addressing disengaged members within your sector/subject area  Sharing best practice with relevant Sector Ambassadors in other regions.  Building awareness of CIM within the sector /small business  Representing CIM within organisational sector /small businesses  Scoping out community based sector/small business activities  Sourcing speakers for events (the Event Ambassador may support too)  Leads for corporate training  Involvement in all relevant and appropriate conferences etc.  Links to Graduate Gateway universities creating opportunities to build engagement | Attendance of sector and small business members at events  Increase in professional and studying members  Level of PR created    Training bookings  Corporate membership scheme sign up  Memberships gained  Adherence to plan and budgets  Members engaged in project teams in your sector/subject area |