**Volunteer Profile**

**Vice Chair GLR: Professional Pathway**

**Target Audience**

Marketers, members and non-members, at all stages of the professional pathway (Explore/Early, Evolve/Mid and Excel/Senior).

**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 encourage students at universities and business schools to consider marketing as a career choice.
2. To develop appropriate activities focussed on affiliate and studying member support and engagement.
3. 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 Professional Pathway Ambassadors design and implement a range of activities that encourage members and potential members at the early, mid and senior career stages to engage more fully with CIM at a regional level and to raise awareness of the benefits of professional membership.
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, Vice Chair, Network Manager and Professional Pathway Ambassadors
3. 2-3 hours per week
4. Attend regional events

**Relationships**

1. Chair
2. Network Manager
3. Vice Chairs
4. Professional Pathway Ambassadors

**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