

Role Profile – Communications Ambassador

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 strategic goals	<ol style="list-style-type: none"> To be recognised as the place for marketing development by providing inspiring, accessible, lifelong learning for marketers. To increase membership numbers through recognition of professional marketing development and so develop a vibrant, inclusive, virtual marketing community. To increase market development through an integrated approach of partnerships and network support that increases our profile, reach and revenue. To be an effective organisation and a great place to work with a customer-centred, curious and collaborative culture with the people, resources and capabilities necessary to achieve our goals. 		
CIM regional objectives and target audience	<p>Early career stage - to encourage students at universities and business schools to consider marketing as a career choice and engage with CIM qualifications</p> <p>Mid-career stage - to develop appropriate activities focussed on affiliate and studying member support and engagement Route to chartered?</p> <p>Mid-career stage and senior marketers -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.</p> <p>Mid-career stage and senior marketers - to raise awareness of CIM key activities among key stakeholders support relationships with those and key partnerships developed by CIM.</p>		
Key Responsibilities - Ambassador Role	<ul style="list-style-type: none"> This role involves content marketing; curating and creating content for the Region/Sector Interest Groups. website, eNewsletter, social media and other channels. Work closely with Events Ambassador to promote event ticket sales. The Communications Ambassador is also a point of contact for the CIM PR and Communications team. See Appendix A. 		
Regional or Ambassador Role - relevant activity to be agreed with Regional Group members, Sector Ambassador or Community Ambassador as it will depend on regional priorities and time available.			
Target audience	Based on career stage model, but to be defined and agreed with the individual Ambassador.		
Objectives	KPI's relating to levels of engagement – visits to website, open and CTR for eNewsletter, social media engagement metrics, social media community growth plus shared event attendance KPI's.		
Relationship	Reports to Chair or Vice Chair.		
Activities	See Appendix A.		
KPIs	To reflect agreed activity and to be agreed with Ambassador.	Current	Target
	Website metrics		
	eNewsletter		
	Social Media		
Relationships	Chair, Vice Chair, Events Ambassador, Volunteer Partnership Manager, other Group members.		
Qualities and experience	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Appointed by the Regional Chair/Vice Chair/ Volunteer Partnerships Manager. Up to 3-year term. The term of office for Ambassadors can be reviewed annually by the Regional Group. Attend quarterly Regional Group meetings. Average time required 2- 3 hrs per week. 		
Volunteer information	Induction information on Sharepoint – click here .		

Appendix A: Regional Group Role Profile – Communications Ambassador

Ambition

[Region/SIG] marketer, “I really feel part of a dynamic network of marketing professionals in [Region/SIG]”

Objectives

	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun
Website metrics				
eNewsletter				
Social				

Main tasks

1. Establish and chair [Region/Sector Interest Group] Editorial Board
2. Regular Editorial Board meetings – via TEAMS
3. Contribute to communications strategy and planning
4. Implement communications plan
5. Contribute personally to [Region/ Sector Interest Group] blog, news articles and other online content
6. Commission and edit content submitted by contributors
7. Liaison with Events Ambassador to promote events programme using [Region/ Sector Interest Group] website, eNewsletter, owned social media and other social networks both pre, during and post events.
8. Liaison with Education Ambassador and student volunteer teams at GG Accredited Universities to promote CIM Marketing Club activities etc.
9. Liaison with other [Region/ Sector Interest Group] Ambassadors, including where appropriate Mentoring and Education, to ensure these non-event activities are also featured extensively online
10. Implement CIM social media Engagement Guidelines for volunteer contributors to blogs and social media and help police compliance

Expectations

1. Attend quarterly Regional Group Meetings.
2. 1-2 hours per week.

Relationships

1. Chair, Vice Chair and Ambassadors.
2. Events Ambassador.
3. Volunteer Partnership Manager and Head Office PR and Communications Team.
4. Content contributors.