

## Generic Role Profile Template – Vice Chair Example

<b>Vision</b>	For professional marketing to be recognised as a vital driver of business growth.		
<b>Mission</b>	To develop the profession and those who work within it for the benefit of the economy and society.		
<b>CIM's corporate goals</b>	<p><b>Growing the Community.</b> To significantly increase the number and variety of marketing professionals supported by and engaging with CIM in the UK and in key international markets.</p> <p><b>Developing Marketer's Careers.</b> To facilitate support to marketing professionals and deliver professional development throughout their careers.</p> <p><b>Building Partnerships.</b> 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.</p> <p><b>Championing the profession.</b> To be the champion of responsible and effective professional marketing practice.</p>		
<b>CIM regional objectives and target audience</b>	<p><b>Explore</b> - to encourage students at universities and business schools to consider marketing as a career choice.</p> <p><b>Evolve</b> - to develop appropriate activities focussed on affiliate and studying member support and engagement.</p> <p><b>Evolve &amp; Excel</b> -To provide a range of activities and networking events to enhance CIM's membership proposition for current and potential members both studying &amp; professional members and non-members.</p> <p><b>Evolve &amp; Excel</b> - to raise awareness of CIM among key stakeholders and develop and support partnerships with other professional bodies and relevant organisations.</p>		
<b>Key Responsibilities – Vice Chair</b>	<ul style="list-style-type: none"> <li>• Provide support to the Regional Chair in delivering all of the Regional Chair's objectives</li> <li>• Contribute to the development of an operational plan incorporating a range of activities designed to deliver the regional objectives within budget parameters.</li> <li>• 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.</li> <li>• In taking responsibility for a specific activity, to demonstrate leadership, direction and support to the Ambassadors and Project Team leads.</li> <li>• Alongside the VPM, act as the point of liaison between the Ambassador teams and the Chair in all areas.</li> <li>• Together with the Chair and VPM, set and agree KPIs for each area of activity.</li> <li>• Together with the VPM and Chair, help to motivate the Ambassador and volunteer teams to implement projects effectively.</li> <li>• To provide feedback on activities, contribute to the regional delivery plan and ongoing development of the region.</li> <li>• Support and deputise for the Chair where required and with the assistance of the VPM.</li> </ul>		
<b>Regional or Ambassador Role</b> - 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 for examples.			
<b>Activities</b>	See Appendix A as example		
<b>KPIs</b>	To reflect activity as agreed with VPM/Regional Chair	<b>Current</b>	<b>Target</b>
	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.		
<b>Relationships</b>	See Appendix A as example		
<b>Qualities and experience</b>	<ul style="list-style-type: none"> <li>• Chartered Marketer or working toward Chartered status.</li> <li>• Experienced marketing practitioner.</li> <li>• Knowledge of business support services and organisations.</li> <li>• Well connected within the sector.</li> <li>• Desire and motivation to work with stakeholders to build a marketing community.</li> </ul>		
<b>Term of office &amp; commitments</b>	<ul style="list-style-type: none"> <li>• Appointed by the Regional panel.</li> <li>• 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.</li> <li>• Hold interim meetings and communication with Chair and VPM as required.</li> <li>• Attend quarterly Regional Board meetings.</li> <li>• Average time required 2-3 hrs per week.</li> </ul>		