

Role Profile – Vice Chair

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 – Vice Chair	<ul style="list-style-type: none"> • Provide support to the Committee Chair in delivering all of the group objectives • Contribute to the development of an operational plan incorporating a range of activities designed to deliver the Committee objectives within budget parameters. • Take responsibility for key project areas/activities within the community (Education, Events or Communications) – 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. • Act as the point of liaison between the Ambassador teams and the Chair in all areas. • Together with the Marketing Community Manager and Chair, help to motivate the Ambassador and volunteer teams to implement projects effectively. • To provide feedback on activities, contribute to the Committee delivery plan and ongoing development of the Region/Sector Interest group. • Support and deputise for the Chair where required and with the assistance of the Marketing Community Manager.
Relationships	<ul style="list-style-type: none"> • Chair • Communications Ambassador • Events Ambassador • Education Ambassador • CIM Marketing Community Manager • CIM Learning Partnership Team • CIM Events Team • CIM Volunteer Partnership Team • CIM PR and Communications Team
Qualities and experience	<ul style="list-style-type: none"> • Professional member of CIM • 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 and commitments	<ul style="list-style-type: none"> • Appointed by interview with the Chair and Marketing Community Manager. • The term of office for Vice Chair is up to 3 years renewable for one further continuous term in that role with the approval of the Chair. A Committee member completing 6 years' tenure may not re-stand to that role until they have completed a break in office of 3 years. • Hold interim meetings with Ambassadors and report back to Chair. • Attend quarterly Committee meetings. • Average time required 2-3 hrs per week.