



2016 CIMPA Roles and Descriptions

Executive Nominations- to be elected by Members

Role and responsibilities	Knowledge & Skills Required	Est. Time Per Month	Reporting Line
Chair			
<ul style="list-style-type: none"> • Chair Board (“Executive”) meetings and ensure the proper working of the Board. • Act as the leading representative of the Company in its dealings with the outside world, including the financial markets, regulators, the press, governments, interest groups and the community. • Maintain proper shareholder relations, both formally through the Annual General Meeting and reporting procedures, and informally with all major shareholders/stakeholders, including members and sponsors. • Initiate policy decisions with the Executive Board. • Ensure the existence of an effective strategic planning system and the appropriate consideration of future development possibilities. • Establish basic priorities, ethical values, policies and attitudes for the Company. • Ensure that probity is maintained in accounting, reporting and all other respects. • Decide, together with the Deputies, what matters should be the concern of the Board, and which are purely executorial matters, to be left to volunteers. • Ensure a sound management structure through the appointment of the best management the Company can afford. • Attending Executive meetings every 3 weeks (mandatory - excl. Aug & Dec) • Oversee all roles and ensure deliverables are met. • Maintain good company governance. • Ensure the members’ needs are met and the company reputation is met at all times. • Project lead AGM & Elections process. • Ensure all policies and procedures are kept up to date and revised as necessary. 	<p>Leadership skills Company management Business acumen People management Strategic development Key trends and issues in the marketing profession – external relationships with international affiliations</p>	<p>5 – 10 hrs. Peak times this may increase prior to awards & conference</p>	<p>To the Members</p>

Deputy Chair			
<ul style="list-style-type: none"> • The deputy-chair will carry out the chair's duties in his or her absence, with the acknowledgement of the board as being capable and appropriate to do so. • She/he will also provide support and assistance to the chair and act as a sounding board. • The deputy-chair may agree to take on some of the specific responsibilities from the chair. Other deputy-chairs may approach the other deputy-chairs if they are concerned about the work or judgment of the chair. The deputy-chair will then discuss any issues arising with the chair. • The deputy-chair will oversee the conference 	<p>Leadership skills Company management Business acumen People management Strategic development</p>	<p>5 – 10 hrs.</p>	<p>Members & Chair</p>
Secretary			
<ul style="list-style-type: none"> • Maintaining the company's statutory registers or books. These should include: <ul style="list-style-type: none"> – A register of present and past directors – A register of all shareholders (members), past and present and their shareholdings – A register of any charges on the company's assets – Minutes of general meetings and board meetings • Filing annual returns at the General Registry. • Arranging meetings of the directors and the shareholders. This responsibility will involve the issue of proper notices of meetings, preparation of agenda, circulation of relevant papers and taking and producing minutes to record the business transacted at the meetings and the decisions taken. • Informing the General Registry of any significant changes in the company's structure or management, for example the appointment or resignation of directors. • Establishing and maintaining the company's registered office as the address for any formal communications. • Ensuring the security of the company's legal documents, including for example, the Certificate of Incorporation and Memorandum and Articles of Association. • Deciding on the company's policy for the filing and retention of documents • Report any overdue deliverables to the Executive. • Act as membership coordinator to ensure registration and contacts database is accurate and kept up to date. • Liaise with new members to ensure membership payments have been processed. • Check CIMPA's phone daily and respond to any queries. 	<p>Administrative Business Acumen Managerial experience</p>	<p>5 - 10hrs. per month</p>	<p>Members & Chair</p>

Treasurer			
<p><i>General financial oversight</i></p> <ul style="list-style-type: none"> • Oversee and present budgets, accounts and financial statements to the Executive Board • Liaise with designated staff about financial matters • Ensure that appropriate financial systems and controls are in place • Ensure that record-keeping and accounts meet the conditions of funders or statutory bodies • Ensure compliance with relevant legislation • Advise on financial implications of strategic and operational initiatives • Act in good faith and with integrity as a Treasury Officer of the Company <p><i>Financial reporting</i></p> <ul style="list-style-type: none"> • Present regular reports on the organization’s financial position to the board at monthly meetings • Present accounts at the annual AGM • Advise on the organization’s reserves and investment policy. • Banking, book-keeping and record-keeping • Prepare accounts for Company Registration and other corporate governance requirements. <p><i>Manage bank accounts and control of fixed assets and stock</i></p> <ul style="list-style-type: none"> • Set up appropriate systems for book-keeping, payments and petty cash • Ensure everyone handling money keeps proper records and documentation 	<p>Business acumen Financial reporting, oversight and budget control skills</p>	<p>4 hrs. per month</p> <p>Monthly reporting to Executive on spend and income</p>	<p>Members & Chair</p>

Head of Communications			
<ul style="list-style-type: none"> Attend Executive meetings every 3 weeks (mandatory -excl. Aug & Dec).Produce and maintain a branding guideline for CIMPA along with templates for the team. Manage the communications team to ensure deliverables are met within timescales. Provide guidance and strategic vision for the maintenance of communication to members through multiple communication channels and resolve any issues that may arise. Ensure CIMPA maintains a good media profile throughout the year and issue press releases. Develop digital and content strategy with Communications Managers. Provide support and liaison to Communications Managers quarterly. Produce newsletter to members Develop comms for events – AGM / Conference / Training Provide a quarterly progress report to the Executive on activities under communications. Provide Sponsor updates, thank yous and general good relationship building information. 	Leadership skills Business acumen People management Strategic development Knowledge of key trends in digital communication and best practices.	5 – 10 hrs. Peak times this may increase prior to newsletter (bi-annual), awards (Nov) & conference (May)	Members & Chair
Head of Training			
<ul style="list-style-type: none"> Attend Executive meeting every 3 weeks (mandatory - excl. Aug & Dec). Liaise with international affiliations CIM and AMA for shared library and information sharing. Identify, plan and implement training programs for members supported by volunteer teams Launch training “bundles” Identify and liaise with guest speakers to ensure a minimum of 4 training sessions are held per year. Manage training budgets and report profits to treasurer Provide a quarterly progress report to the Executive on activities under training – review of past event and upcoming initiatives. Work with events and comms to secure venues for training seminars and communicate with prospective attendees 	Leadership skills Business acumen People management Strategic development Knowledge of the latest training programs and methods.	5 – 10 hrs. Peak times this may increase prior to any training event.	Members & Chair

Head of Events			
<ul style="list-style-type: none"> Attend Executive meeting every 3 weeks (mandatory - excl. Aug & Dec). Ensure a member social is delivered three times a year. Develop an events calendar and budget in line with revenue and company objectives Provide support and guidance to the conference team ensuring content program meets member needs. Oversee final program, speakers and logistics. Manage key events and provide guidance to Chair for AGM and Awards Ceremony. Provide a quarterly progress report to the Executive on activities under events – review of past event and upcoming initiatives. 	Leadership skills Business acumen People management Strategic development Project management skills	5 – 10 hrs. Peak times this may increase prior to awards (Nov) & conference (May)	Members & Chair
Head of Membership			
<ul style="list-style-type: none"> Maintain and manage membership process Provide timely reports and proposals to the Board regarding membership status Develop activity to drive new membership sign-ups Ensure all membership renewals are processed efficiently Provide members with updates Ensure members receive all required documentation as per Companies Law 	Leadership skills Business acumen People management Strategic development Project management skills	5 – 10 hrs. Peak times this may increase prior to awards (Nov) & conference (May)	Members & Chair
Head of Fundraising			
<ul style="list-style-type: none"> To identify sponsorship and fundraising opportunities throughout the financial year To develop key relationships to ensure the CIMPA conference, training and awards are funded To ensure communications with funders and sponsors are timely and to an excellent standard To ensure all contracts between CIMPA and the funders/sponsors are delivered To provide timely and professional updates to the board regarding funding status To ensure all fundraising monies are collected and recorded 	Leadership skills Business acumen People management Strategic development Project management skills	5 – 10 hrs. Peak times this may increase prior to awards (Nov) & conference (May)	Members & Chair

End of Executive Roles.

Volunteer Positions – to be confirmed by the Executive on behalf of all members at their discretion

Volunteer Roles – teams support one another during peak times.

Communications Manager – Digital			
<ul style="list-style-type: none"> • Ensure fresh content on website is posted at least every two weeks. • Ensure CIMPA communication messages are distributed to members via multiple social media channels as provided by the Executive. • Post any content provided by the content manager as and when required. • Raise CIMPA digital profile online through various techniques. • Track digital results on a monthly basis. • Respond or escalate any online queries. • Monitor email inbox and forward/respond accordingly. • Produce and maintain a policy for Social Media. 	Social media experience Website development Digital metrics and analysis Knowledge of graphic design software?	6 hrs. per month	Head of Comms.
Communications Manager – Content			
<ul style="list-style-type: none"> • Prepare a content management strategy to be updated four times a year. • Work with each team to identify relevant content and up to date activities to promote CIMPA activities on website. • Provide relevant activity content to web Digital Manager. • Provide support for media liaison. • Identify new research data to share with members. • Engage members with useful content online. 	Knowledge management on marketing key trends??? Good writing and editing skills Creative content generation and delivery management skills	6 hrs. per month	Head of Comms.
Events Manager			
<ul style="list-style-type: none"> • Ensure spend does not exceed budget for all events. • Help coordinate all CIMPA events and manage calendar. • Provide support to Head of Training for training events. • Produce three social events per year. 	Project management End to End event management	6 hrs. Peak times are before an event	Head of Events

<ul style="list-style-type: none"> • Project manage all events on behalf of CIMPA (i.e. Socials, AGM and Marketing Awards) • Support conference committee. • Manage registration of all attendees. • Produce project plan for each event and get budget approval sign off by Treasurer. 			
Sponsor Coordinator			
<ul style="list-style-type: none"> • Outline sponsorship programs for Marketing Awards, Conference and Annual support to CIMPA. • Produce a sponsorship agreement for each event. • Identify and contact possible sponsors for all events. • Manage liaison with all sponsors, acting as an account manager and ensuring their needs are met as agreed in the sponsorship agreement. 	Account Management Sales techniques Communication and people skills		
Conference Project Manager			
<ul style="list-style-type: none"> • Develop a project plan for the conference. • Identify speakers and topics – work with Content Manager. Liaise with speakers throughout. • Negotiate all related third-party contracts (e.g. speakers, venue, and suppliers) • Ensure spend does not go over budget. • Work with communications to promote event • Project manage other quarterly CIMPA events • Provide relevant activity content to Content Manager • Identify resources to complete project. • Produce details project plan including budget analysis to Executive 	People management Project and event management	Supported by other members of the team	Head of Events
Conference Logistics Coordinator			
<ul style="list-style-type: none"> • Produce event, arrange logistics with venue, catering, support team and audio/visual. • Provide support to Project Manager as and when required. • Manage all registrations and communicate with registrants. • Produce all marketing collateral for the event pre, during and post event. 	Event management	Peak times Jan-May 10 hours per month	Project Manager

Marketing Awards Coordinator

<ul style="list-style-type: none">• Work with Chair on establishing Marketing Awards criteria and program structure.• Develop forms for submission.• Identify and enlist the judging panel.• Manage process and all queries.• Consolidate all submissions and liaise with judging panel.• Work with Communications Content Manager to develop a communications strategy for the event.• Work with Events Manager and Sponsorship Coordinator to produce the Award Ceremony.	People skills Project management Competition management skills	May – Nov 10 hrs. per month. Nov will be peak time and may require more hours	Head of Events
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