

National Board Roles and Responsibilities

MARKETING DIRECTOR

Main aspects to role:

- Lead the JCI UK Marketing team to achieve the different goals set out in the JCI UK plan of action.
- Work on a marketing plan that can be rolled out to all chambers that want to use it, designed to increase membership and membership engagement locally.
- Create a marketing strategy and plan to increase engagement and brand awareness for JCI UK.
- Protect and build the JCI brand (including ensuring local chambers complying with brand guidelines).
- Ensure the production of an Annual Report focusing on the year.
- Oversee Marketing Academy (can appoint project director if desired).
- Oversee all communications produced by the national marketing team in the public domain to make sure they meet the brand guide lines.
- Produce press releases for significant activities.
- Communicate with and support local marketing/communication directors and local presidents.
- Support other National Board members with communication tools.
- Source production and design of any marketing materials needed by JCI UK, and assist with Local Chambers.

Time commitment outside of National Board meetings:

- Large commitment at the start of the year to lay out the plan and strategy, plus arranging all physical resources needed by JCI UK.
- A steady weekly investment of time to manage the national marketing team.
- Spikes around key events and activity such as Launchpad and National Conference.

Key skills:

- Good and effective communication skills
- Understand the principles of Marketing and branding
- Being organised
- Networking
- Delegation
- Leading a team

Events expected to attend:

- Board to Board handover.
- All national board meetings.
- Launchpad.
- Presidents and Deputies Day / Weekend.
- AGM.
- Marketing Academy.
- Awards Judging Weekend.
- National Convention.

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MARKETING TEAM

As well as the Marketing Director, there will be four additional roles that make up the Marketing team.

Videographer

Main aspects to role:

- Create engaging video content for JCI UK. This will be to recruit new members, raise brand awareness and engage current members.
- Manage the JCI UK YouTube Account and bring it up to date.
- Record national events and create look back videos for them.
- Help live stream certain events in the JCI UK Calendar.
- Assist the rest of the National team and local chambers with technical issues regarding anything to do with video.
- Edit footage filmed at other events by members of the National team.

Time commitment

Whilst not a national board role, the videographer will be expected to attend the first National Board meeting of the year to record footage. There will be a couple of busy times where it will be expected that the footage filmed at events (Launchpad / PnD day etc) will be edited and published within a week of the event taking place. Apart from that, it will be quite steady throughout the year.

Key Skills

- Understand the theory of video production including
 - Framing
 - Lighting
 - Sound Recording
 - Editing
- Be able to use a range of equipment to create the final product.
- Use of video editing software
- Organised
- Creative
- Personable.

Events expected to attend:

- Board to Board handover.
- First National board meeting
- Launchpad.
- Presidents and Deputies Day / Weekend.
- AGM.
- National Convention.

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Internal Communications

Main aspects to role:

- Make sure members from all chambers across the UK are aware of what is happening with JCI UK and also other local chambers.
- Manage the MialChimp system
- Work with the Social Media Manager to make sure messages are communicated in a timely manner.
- Review the current internal communications to members and make sure they are fit for purpose.

Time commitment

This can be done remotely for the majority of the role. It will be a steady work flow through out the year, and estimated at about 2 / 3 hours a week. There will be a spikes around key events where information about what's happening / has happened will need to be done in a timely manner.

Key Skills

- Computer skills.
- Very organised
- Good communicator
- Good level of written English

Events expected to attend:

- Board to Board handover.
- Launchpad.
- National Convention.

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Designer

Main aspects to role:

- Working with the rest of the Marketing team and National Board, create any design assets needed.
- Review current state of JCI UK Canva Account and make sure it is set up correctly and easy to use for both the National Team and the Local Chambers.
- Review of current JCI branded materials to make sure they fit with the JCI Brand Guidelines.

Time commitment

The designer will have a busy start to the year as certain assets, such as business cards, will need to be created. The review of Canva will need to be done in the very early in the year as well so it as tool can be ready for the Local chambers ready to use. After the initial sprint, the weekly commitment should be fairly steady at about 3 hours a week.

Key Skills

- Computer skills including the use (and licene for) Adobe InDesign.
- Very organised
- Good communicator
- Creative
- Understanding of basic design principles

Events expected to attend:

- Board to Board handover.

Social Media Manager

Main aspects to role:

- Manage the different Social Media accounts for JCI UK. This must be a minimum of Facebook, Twitter, LinkedIn and Instagram.
- Increase followers / engagements across the different platforms.
- Work with the rest of the marketing team to help effectively communitive to the wider membership / potential members.
- Create a content plan for the different accounts.

Time commitment

This role will require a good amount of time to complete effectively. It is estimable it will be between 5 – 7 hour per week.

Key Skills

- Experience of management multiple social media accounts for a brand.
- Good communicator
- IT skills (using a computer / smart phone)
- Good level of written English.

Events expected to attend:

Board to Board handover.

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MEMBERSHIP DIRECTOR

Main aspects to role:

- Understanding of the different reasons why members join and how to JCI can meet these various needs.
- Work with local chambers on how to increase engagement with members, both new and existing.
- Monitor the use of the Pathways documents and continue to develop them.
- Work with Finance director and national secretariat to complete monthly capitation and membership spreadsheets.
- Collate the overall membership figures on a monthly basis.
- Keeping the membership database up to date and user friendly.
- Providing support (how tos?) to the local council teams.
- Explaining the benefits of membership to potential members.
- Providing support to the chamber taskforce.
- Various other admin bits based around membership.
- Helping chambers attract new members.
- Membership retention.

Time commitment outside of National Board meetings:

This role is pretty consistent throughout the year with no peaks to your time requirements. There's usually something to do most days so would require someone who could check and respond to queries ideally every other day as a minimum. Lots of the tasks only require a few minutes whereas others take a little longer. Producing the monthly membership documentation takes longer at the end of every month.

Key skills:

- Patience!
- Computer skills i.e. word, excel, etc.
- Organisation
- Personable
- Supportive and sympathetic
- Some creativity

Events expected to attend:

- Board to Board handover.
- All national board meetings.
- Launchpad.
- Presidents and Deputies Day / Weekend.
- AGM.
- Awards Judging Weekend.
- National Convention.