

International Coach Federation of Australasia Inc

ABN 66 055 268 711 ARBN 132 579 483

Incorporated on 10 April, 2000 Incorporation No. INC9874289

Position Description – Director Brand Development & Marketing

(This position is elected and is a voting member of the Board).

ICF Australasia Director Brand Development & Marketing has overall leadership of the 'public presentation', promotion and consistency of the ICF and ICF Australasia brands. This includes what it stands for to ICF members in Australia and New Zealand, customers and the general community, to achieve the Board's strategic and operational objectives.

The role encompasses responsibility for initiating and developing robust and enduring relationships with key influencers, stakeholders and sponsors in Australia and New Zealand. This may include corporate, government and academic communities, as well as input to communication and social media marketing the benefits of ICF membership and activities offer by the Australasia. The Director Brand Development & Marketing drives commercialisation and marketing of products, services and events such as International Coach Week, Chapter and Branch Conferences/Seminars.

The strategic priorities of the Director Brand Development & Marketing will be discussed at the beginning of each year with the Chapter President, the Board and Branch Presidents to determine a shared understanding of what activities should be of particular focus for that year.

The Director Brand Development & Marketing is elected by the members at the AGM. A person will qualify for this role if he or she is a *credentialed and financial member, in good standing, of ICF and has affiliated themselves with ICF Australasia Chapter. They will have had direct and adequate experience in marketing, brand management, promotion or corporate communications.

The Director Brand Development is responsible for:

Board:

- i. Ensuring that he or she performs the duties and responsibilities of a Director with due care and diligence in compliance with all applicable laws, the Constitution and the Governance Charter or any specific delegations approved by the Board. This will include maintaining a written record of decisions made with the authority of any delegation.
- ii. Maintaining the public reputation of ICF Australasia by monitoring the ethical and professional conduct of the organisation and liaising with the Professional Standards Committee as necessary.

- iii. Contributing to the preparation of the annual Chapter budget, with consideration of initiatives that drive:
 - a. ICF brand credibility and recognition
 - b. increasing membership growth and retention
 - c. public relations and media coverage
 - d. community awareness of coaching benefits
 - e. event and product marketing
 - f. any other relevant issues
- iv. Implementation of agreed activities and progress reporting of performance to the Board and ICF Regional where required (eg. if funded).
- v. Following up Action Items from Board meetings in a timely way and updating the action log with their progress prior to each Board meeting.
- vi. Ensuring that personal details lodged with ASIC are accurate and that changes are advised to ICF Australasia Administration Management immediately.

Portfolio:

- vii. Ensuring the ongoing development and implementation of a Strategic Brand Development & Marketing Plan to generate sales of products and events, support membership growth, build recognition of the ICF brand and ensure brand consistency across all media used across ICF Australasia.
- viii. Working with Board Directors and Branch Presidents on the development of products, services or opportunities that will generate additional income for the Chapter and bringing these to the market.
- ix. Actively seeking nominations for the Director Brand Development & Marketing position upon completion of the term.
- x. Upon completion of the term, remain available to the Board for historical advice for a period of one year.
- xi. Regular liaison with ICF Global and Regional on matters relevant to Portfolio responsibilities.

** Except where their role is not public facing and requires a specialist expertise (eg Finance, Marketing and Events Management), all ICF Australasia Leadership Team members (whether a Board member or a member of a Branch leadership team or the Professional Standards Committee) will be ICF members and either currently credentialed, or actively on the path to becoming credentialed within the timeframes applicable to their leadership position ("the applicable timeframe") set out below, depending on their leadership position:*

a) In the case of Board Members & Branch Presidents, they will have submitted their application for their credential within **12 months** of being appointed/elected to the Board or Branch President position.

b) In the case of other Branch Leadership Team or Professional Standards Committee Members, they will have submitted their application for their credential within **18 months** of being appointed/elected to their position.