



The Chartered
Institute of Marketing

Volunteer Recruitment

The Constitution and Ethics Committee

Vacancy for a CIM Voting Member



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Welcome letter

Introduction from Andrew Yuille, Chair

Thank you for your interest in volunteering to join CIM's governance community. Volunteering with CIM is rewarding and it is an exciting time to be involved as CIM embarks on a period of consolidation and growth.

Marketing is taking its rightful place in the leadership teams of successful businesses. Rather than being seen as a tactical cost centre, it is recognised in its own right as a strategic force for business growth and commercial success. As a result, CIM's relevance is growing and there is an increasing need for professional marketers who can step up and leverage the opportunities recognition brings.

Keeping pace with changes in the profession provides the impetus to reflect these changes in CIM's governance structure. Committee discussions call for creative approaches and a blend of different skills to meet the needs of the business. Above all, doing things properly- professionally and with clear purpose- is valued by everyone at CIM.

It goes without saying that successful applicants will be passionate about CIM and marketing. However, the appointment panel will also be looking for those that can also demonstrate both an understanding of the role and what they can bring to the table. If you would like to join us, we would be delighted to hear from you.

Andrew Yuille Chair



The Role

The Constitution and Ethics Committee

CIM Voting Member
(ACIM, MCIM or FCIM)

Purpose

The Constitution and Ethics Committee is responsible for advising the Board on changes to CIM's Constitution, its Code of Professional Conduct and committee structures.

Committee members:

- Review CIM's Constitution and advise the Board of any recommended changes;
- Review CIM's Code of Professional Conduct and advise the Board on professional ethics;
- Make recommendations to the Board on CIM's Committee structure.

The Committee consists of:

- One member of the Board of Directors
- Up to five Voting Members of CIM

Key Responsibilities

As a member of the Constitution and Ethics Committee you will be expected to prepare for and attend between two and four meetings per year, which are usually held during the day, either in person or using technology.

Appointments to the Constitution and Ethics Committee will normally be for a period of up to three years, which may be renewed for one further period of up to three years.

The role is unpaid but reasonable expenses are payable in line with CIM's expense policies.

Committee members are expected to agree to CIM's Volunteer Code of Conduct and complete a Declaration of Interests form on an annual basis.

Role Benefits

- An opportunity for you to further develop your professional knowledge, broaden your experience and add to your own cv.
- An opportunity for you to contribute at a strategic level to the governance of a major professional body.
- An opportunity to give something back to CIM.

CIM will provide support for its Committee members. Following appointment, we will make arrangements for your induction and preparation for the role.

Person Specification

Knowledge/Experience

Essential criteria

You must be a Voting Member of CIM and be able and willing to devote the necessary time to the role.

The specific competencies that we are looking for are:

- Commitment to the work of the Constitution and Ethics Committee and to the Objects of CIM;
- Integrity and discretion;
- Attention to detail;
- Ability to think logically and objectively;
- Good communicator;
- Ability to evaluate complex documentation and then to identify effective solutions;
- Ability to work well as part of a diverse team.

Desirable criteria

- Knowledge or experience of governance within membership organisations.



How to apply

Please send a copy of your CV together with a covering letter setting out why you are interested and how you meet the Person Specification for the role to **elections@cim.co.uk** by midday (GMT) on **Monday 11 March 2024**. If you would like to discuss the role prior to submitting an expression of interest, please contact **elections@cim.co.uk**.

Timetable

The application process will follow the timetable below:

Closing date	11.03.24
Shortlisting	20.03.24
Interviews	April 2024
Candidates informed of results	April 2024

Privacy Statement

1. CIM takes data protection seriously and only collects and uses data in line with the Data Protection Act 2018, which incorporates the requirements of the General Data Protection Regulation (GDPR).
2. If you have any questions or concerns about the processing of your data, you can get in contact by writing to: Chief Data Officer, The Chartered Institute of Marketing, Moor Hall, Cookham, Berkshire, SL6 9QH or by email at **mydata@cim.co.uk**. You are also entitled to lodge a complaint with the Information Commissioner's Office (ICO). Their contact details are available at: **<https://ico.org.uk/global/contact-us>**
3. CIM is the controller for the information you provide during the application process unless stated otherwise. For the purposes this application, we will process your data on the basis of legitimate interest.
4. CIM will only ask for information which is necessary in order to progress with your application.
5. CIM will ask for information including your CV and covering letter to support your application. This is for the purpose of assessing your suitability for the role that you have applied for.
6. All information provided by you will only be used for the purpose of progressing your application and assessing your suitability for the role.
7. The information provided will not be shared with any third parties and will not be stored outside of the European Economic Area. It will be held securely in an electronic and physical format.
8. CIM will use the contact details you provide in your application to inform you of the progress of your application. These details will not be used for any other purpose (e.g. marketing communications) unless you have already given consent to such communications via our online preference centre. You can update these preferences at any time via **cim.co.uk/mycim**.
9. For the purposes of shortlisting and interviewing, CIM will share your application information with its Appointments and Remuneration Committee and the Chair of the Committee to which you are applying.
10. If successful, your information will be shared with CIM's Board of Directors.
11. The information you provide in relation to your application will be retained for a period of six months from the closing date for submission of applications. Any data already held, for example in relation to membership or qualifications, will be retained in line with our privacy policy which can be found at **cim.co.uk/privacy**

Our Objects

1. To promote and develop the art and science of marketing and to encourage, advance and disseminate knowledge, education and practical training in and research into that art and science.
2. To promote and maintain high standards of professional skill, ability and integrity among persons engaged in marketing products and services.
3. To promote entry to and advancement in the profession of marketing by means of examination and other methods of assessment.
4. To provide and develop a professional organisation for marketing.
5. To increase public awareness and understanding of marketing as a vital factor in business success and prosperity.

Purpose

To represent, develop and recognise the marketing profession, setting the standard of competent, responsible marketing practice for the benefit of the economy and society.

Governance

Our Royal Charter

CIM's purpose, powers and governance are established by our Royal Charter, bye-laws and regulations. Together they are known as The Constitution.

Like all chartered bodies, CIM is regulated by the Privy Council, a group of advisors to the King. Amendments to our Charter can only be made with the agreement of the King in Council, and amendments to our bye-laws must be approved by the Privy Council.

Less than 2,000 Royal Charters have been granted since 1231. Charters are granted very rarely, usually for bodies working in the public interest, such as professional institutions like CIM.

Our Board of Directors

The Constitution establishes our **Board of Directors**, who are responsible for the overall governance of CIM and its affairs. The Directors are advised and supported in their work by the following four committees:

- Audit and Risk Committee
- Appointments and Remuneration Committee
- Constitution and Ethics Committee
- Disciplinary Committee

To find out more about us, please visit cim.co.uk



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