



CIM

The Chartered
Institute of Marketing

Volunteer Recruitment

The Appointments and Remuneration Committee (ARC)

Vacancy for a CIM Voting Member

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Welcome letter

Introduction from Leigh Hopwood, Chair

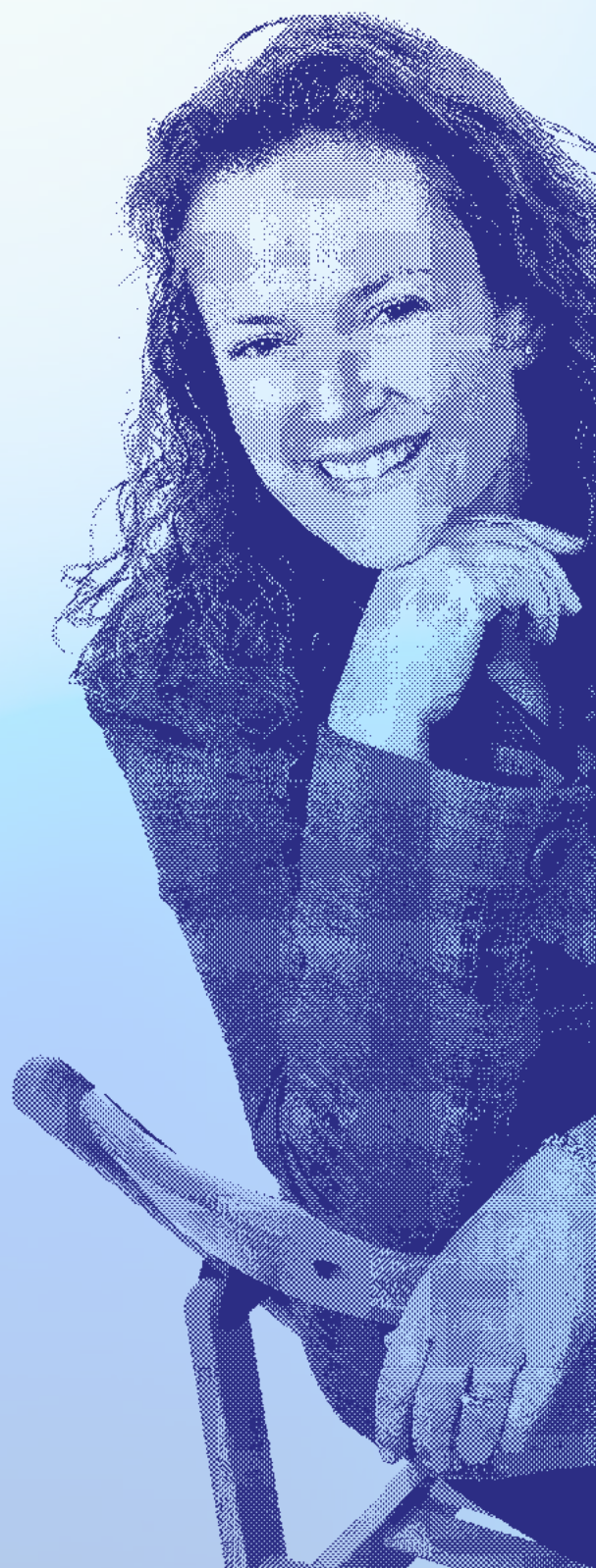
Thank you for your interest in volunteering to join CIM's governance community. Volunteering with the CIM can be immensely rewarding, and it is an incredibly exciting time to be involved. CIM is going through a transformation to preserve its future.

The world of marketing is experiencing a revolution from being a tactical cost centre to a recognised strategic force in business success. As a result, CIM's relevance is growing and there is an increasing need for professional marketers who can leverage the opportunities that present themselves.

Of course, these changes always reflect themselves in CIM's governance structure. Committee discussions allow for creative approaches to meet the needs of the business. Doing things properly, professionally and with clear purpose are sentiments that are valued by both the CEO and myself.

It's great if you're passionate about CIM and marketing, however, the appointment panel will be looking for those that can also demonstrate 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.

Leigh Hopwood
Chair



The Role

The Appointments and Remuneration Committee (ARC)

CIM Voting Member
(ACIM, MCIM or FCIM)

Purpose

The purpose of ARC is to:

- Support CIM's Board of Trustees in the recruitment and management of the CEO;
- Assist the Board in connection with the recruitment, selection and review of members of CIM's Board and governance committees;
- Monitor and support the implementation of CIM's HR strategy within CIM's overall strategy.

The Committee consists of:

- Three members of the Board including the Chair and a Vice Chair;
- Two Voting Members of CIM with senior management experience;
- One HR professional with senior/ Board level people management and recruitment experience and Chartered member of CIPD.

Key Responsibilities

As a member of ARC you will be expected to prepare for and attend up to four meetings a year (which are usually held during the day at Moor Hall, Cookham), either in person or by the use of technology. It should be noted that at busy times, there may be a requirement for extra meetings to take place.

Appointments to ARC 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 for you to give something back to CIM, as your professional body.

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 (ACIM, MCIM or FCIM) with senior management experience in the areas of staff recruitment and management and be able and willing to devote the necessary time to the role.

The specific competencies that we are looking for are:

- Good understanding of the business environment, especially HR management and recruitment;
- 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:
- Ability to respect and maintain confidentiality.

Desirable criteria

- Some knowledge or experience of 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 5 August 2019. 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	05.08.19
Shortlisting	02.09.19
Interviews	19.09.19
Candidates informed of results	24.09.19
Board of Trustees approval of Appointment	11.10.19
Attendance at meeting as an observer	Jan 20



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 Trustees.
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

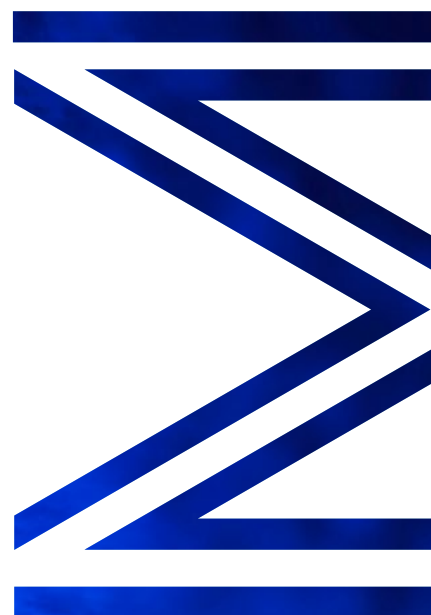
- i. To promote and develop the art and science of marketing and to encourage, advance and disseminate knowledge, education and practical training in and research into that art and science.
- ii. To promote and maintain high standards of professional skill, ability and integrity among persons engaged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

Mission

Creating marketing advantage for the benefit of professionals, business and society.

Vision

The global leader in enabling professional marketing and business advantage.



Our Values

Whenever and wherever we represent our members and industry, we maintain these brand values which reflect our Royal Charter status:

Collaborative

We engage with our stakeholders and encourage collaborative networks, creating effective partnerships with key organisations.

Passionate

We act as ambassadors on behalf of the profession by continually driving awareness of marketing's value and making a positive impact on our customers.

Purposeful

We maintain a strong focus on our external landscape, evaluating our own effectiveness and seeking to improve and shape the profession for the future.

Relevant

We constantly review our customers and their evolving work environments, adapting our offering accordingly.

Responsible

We promote responsible marketing and best practice across the profession, seeking to inspire public confidence and safeguard the wider 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 Queen. Amendments to our Charter can only be made with the agreement of the Queen in Council, and amendments to our bye-laws must be approved by the Privy Council.

Less than 1,000 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 Trustees

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

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

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



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