

## Job Description for Vice-President Communications and Marketing

[amended January 2018]

The Vice-President Communications and Marketing (VP MarComms) supports information sharing to our IIBA NZ Chapter members and the wider Business Analysis community of New Zealand.

As VP MarComms you'll be inquisitive and keen to share information, development and networking opportunities that could be of interest to anyone practicing or wanting to learn about analysis in business.

IIBA NZ host regular regional (Auckland, Wellington and Christchurch) knowledge sharing and hands on development events. We provide study group support (via VP Certification and Professional Development) for those practitioners working towards IIBA Certification and our members have access to a huge online library and loads of online training, professional development and thought leadership webinars so there is no shortage of information and opportunities to share.

### Skills

- Ability to fulfil the duties of the role (refer Attachment I of the Chapter Policy Manual);
- Great communication skills
- A natural desire to share information;
- High level of comfort with one-to-many digital communication and
- A basic understanding of HTML and/or CSS is helpful (for web/survey/newsletter publishing);

### Relationships

- IIBA NZ Board
- IIBA International
- The NZ BA Community
- Suppliers (for marketing material, venues, entertainment etc)

### Responsibilities and Current Activities

No	Actions/ Activities	Frequency	Resource Requirements	Comments
1	Find and promote information to our members and wider NZ analysis community	Monthly	4hr	Share information, development events and networking opportunities through IIBA NZ website, LinkedIn and quarterly member email newsletters.
2	Manage 'Contact Us' email enquiries	Ad Hoc	1hr	Respond to questions or forward to appropriate Board team member.
3	Update IIBA NZ email group and send new members a welcome email	Monthly	1hr	Updated members list is received from International IIBA monthly

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4	Collate quarterly IIBA NZ newsletter	Quarterly	4hrs	Call for newsletter content from Board. Reminder for upcoming events Members only promotions (reduced tickets to events)
5	Monitor communication support services and alert treasurer to subscription renewal payments.	Ad Hoc		e.g. website domains, survey monkey etc.
6	Prepare meeting pack for monthly board meeting	Monthly	1hr	Analyse and provide marketing and communications analytics and basic portfolio update. Review and update assigned actions. Publish to Google Drive by due date.
7	Attend monthly board meeting	Monthly	1hr	WebEx meeting
8	Annual Operational Planning Day	Annually	1d	Plan future IIBA NZ support activity
9	Maintain marketing portfolio IP in IIBA NZ Google Drive	Ad Hoc		Manage any distributed access (beyond Board) to Google Drive.
10	Marketing materials	Ad Hoc		Support ordering of new or updated marketing print collateral as required e.g. Banners, business cards etc