

### **Branch Chair role description (appointed by the Board)**

The Branch Chair is appointed as the IoD's lead representative in the branch area for a three-year term.

The chair is the voice of business for the branch. They are responsible for building and leading a balanced and motivated branch committee while briefing and inspiring ambassadors, members and potential members.

The chair oversees the overall strategy and business plan for the branch in conjunction with the regional and national teams, setting objectives and implementing and supporting IoD policies, activities, standards and initiatives. The chair supports and engages with all types of director and business across the branch geography to ensure they have the best opportunities to benefit from IoD services and activities, local and national. These range from black-tie awards events to business breakfasts and professional development courses.

This important and influential role includes a strong focus on driving membership growth. The chair promotes the IoD by building and developing a strong profile with local businesses and other stakeholders such as LEPs, public sector bodies and universities.

The chair is the spokesperson for the branch and will give comment in newsletters and press releases, videos and podcasts along with media interviews where appropriate, working with the IoD's regional and national PR teams.

Typical activities include:

- Attending a branch chair induction programme.
- Attending and leading branch committee meetings.
- Creating and managing a business strategy and budgeted financial plan for the branch.
- Appointing directors to the committee who are prepared to contribute their time and expertise and take responsibility for developing an active, diverse and inclusive branch. Managing succession of these roles.
- Identifying and introducing new members to the branch.
- Acting as a local spokesperson on IoD matters, national policies and business issues.
- Building contacts with key local business and community figures.

For more information and to apply for the role of IoD Chair for West Yorkshire please contact [iod.yorkshire@iod.com](mailto:iod.yorkshire@iod.com)