



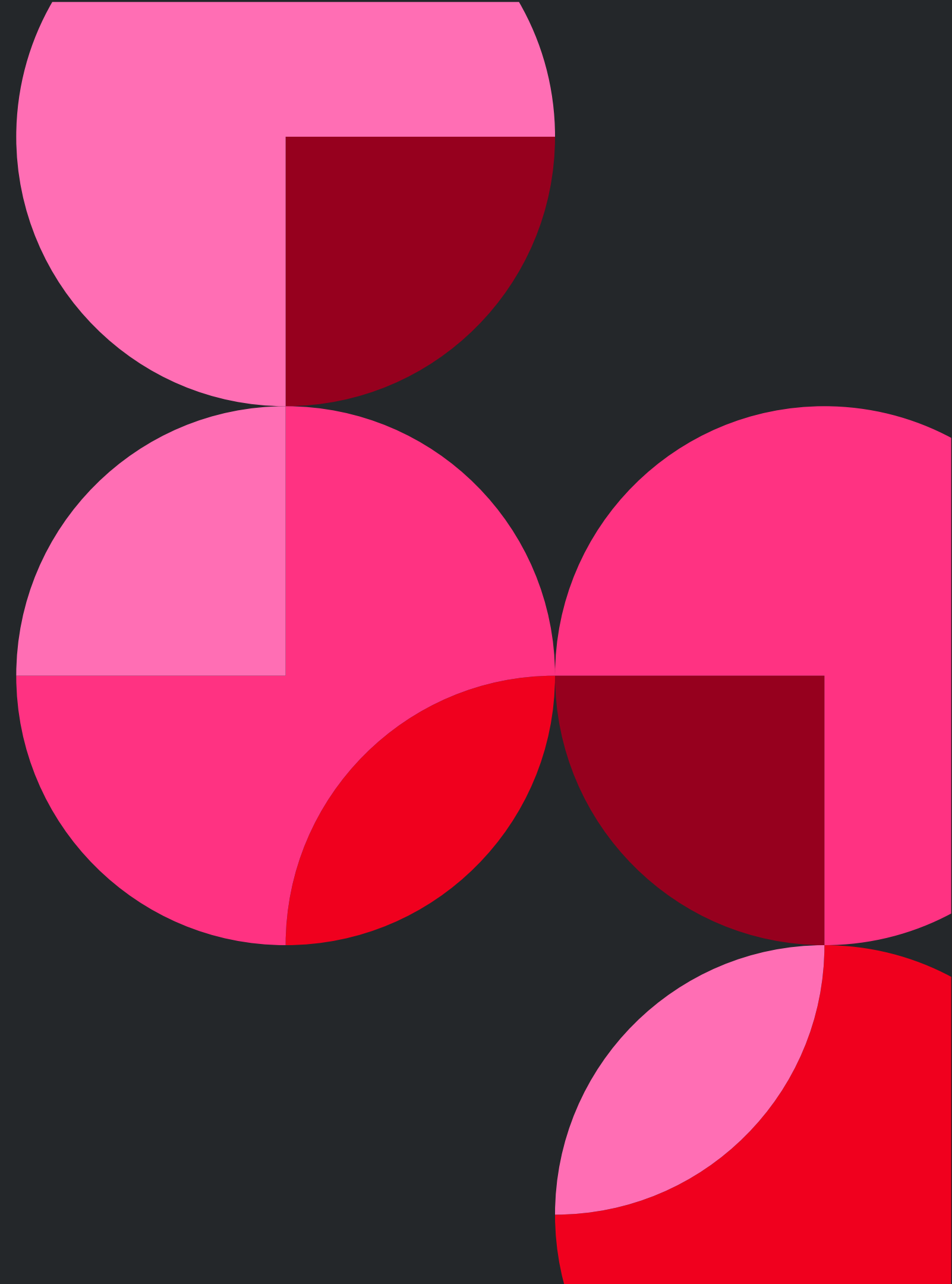
Scotland
Instiuid Stiùirichean na h-Alba

Branch chair Role specification



What is an IoD Scotland ambassador?

IoD ambassadors are key individuals within the IoD's nations, regions and branch communities, playing a vital role in the function, delivery and profile of the IoD for local members. IoD ambassadors form branch, regional or national committees, led by respective chairs. As an IoD Scotland branch chair you will lead a branch committee and proactively deliver a localised branch plan which will aim to deliver a clear approach to member engagement and membership growth for your area, aligned to the strategy of IoD Scotland.



The IoD's activity is focused with the support of volunteers in the following areas:



Connect

with peers facing similar challenges



Develop

the skills and knowledge that make better directors

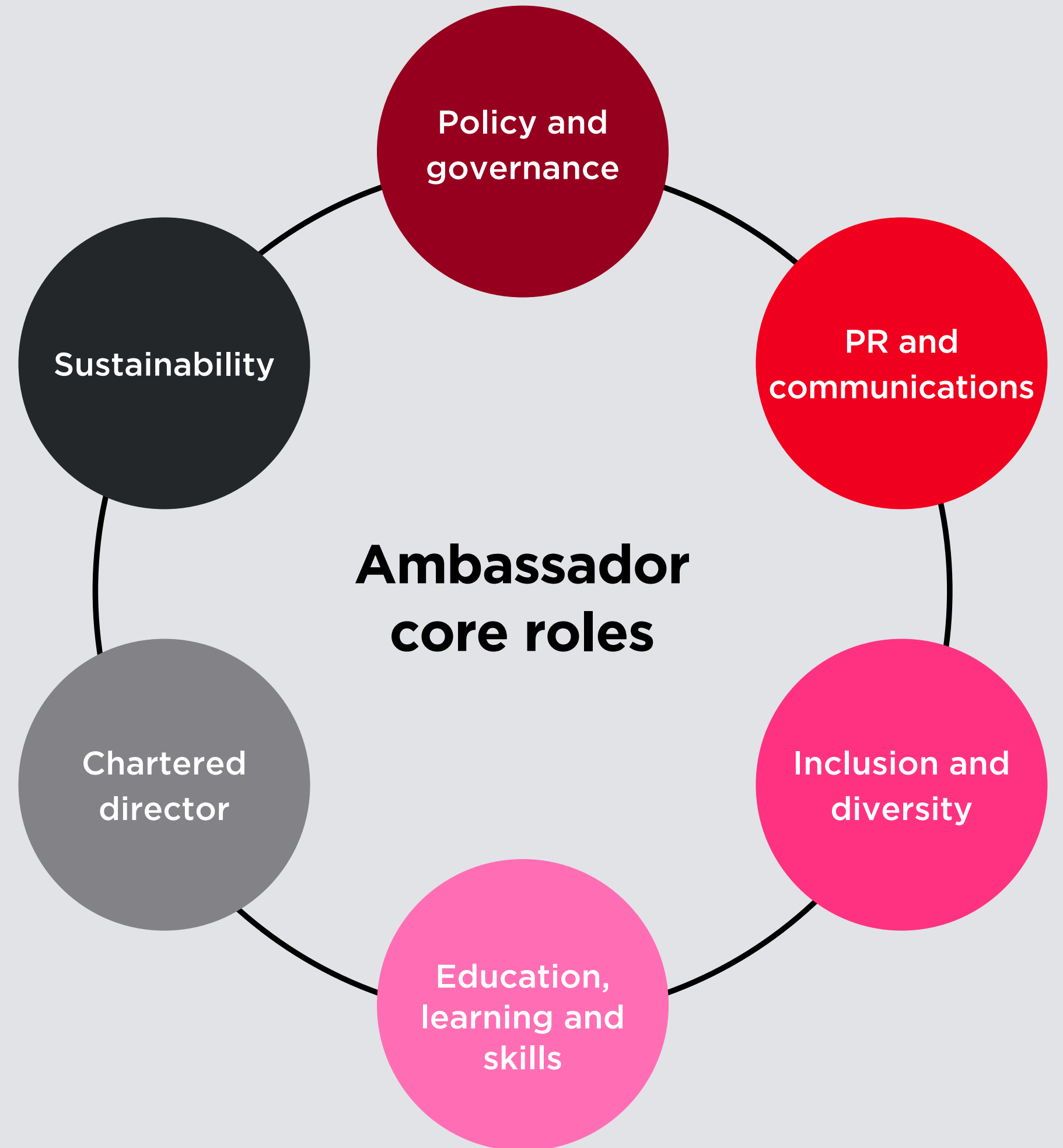


Influence

the people making decisions that touch your world

Branch chair and vice chair overview

There are seven branches in Scotland, each branch is made up of a committee of IoD member volunteers. The branch works with the executive team at IoD Scotland to support, deliver and represent members across the region. Each committee is made up of core ambassador roles see below, however chairs can opt to add further portfolio ambassadors around topics or specific notes of interest or industry in the area.



Overall branch level activity, key tasks and activity of the chair

Ensure branch plan develops insight and impact on portfolio areas

(Sustainability, PR and communications, inclusion and diversity, policy and governance, chartered director, education, learning and skills)

Develop a clear approach at branch level on member engagement, acquisition, and retention in line with the strategy of IoD Scotland

Support direct and personal engagement with local branch members during member journey

Attend and support IoD events and host or chair branch led events

Collaborate with other branch chairs in Scotland and thematic leads within the IoD's Scotland Advisory Forum

Ensure your committee meet regularly and continue to build upon core branch activity

Represent and promote IoD Scotland in own networks

Contribute to promotional articles and be available to support further media representation for the IoD

Ensure that inclusion and diversity is central to all the branch activity

Time commitment guide

Term: three years

Attend quarterly SAF (Scottish Advisory Forum) meetings

Meeting report prep and reading (three hours per quarter)

Member engagement and hosting branch events (two hours quarterly)

Branch meeting and prep (three hours each month)

Monthly director general updates (one hour)

Branch management / ambassador recruitment
and general admin (one and a half hours monthly)



To discuss the role further please reach out to:

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