



IABC Victoria

Brand Chair

Position Description

2024

Position Title: Brand Chair

About IABC Victoria:

Victoria is the ultimate professional association for communicators in Victoria. As one of the largest chapters of the International Association of Business Communicators outside of North America, we provide members with professional development opportunities, local and global networking events and exclusive resources to stay ahead of the curve in the dynamic world of communication.

Position Summary:

We are seeking an enthusiastic and detail-oriented Brand Chair to join the existing Brand Chair in the portfolio. Depending on the experience of the successful applicant, the structure of the portfolio may be 1st and 2nd Chair, or two 'Co-chairs' with equal but divided responsibilities due to the size of the portfolio. Brand is a pivotal portfolio on the IABC Victoria Board, responsible for shaping our public image, and fostering strong connections with members, partners and the wider communication profession.

Key responsibilities of the role:

- **Brand and marketing strategy:** Develop and implement a comprehensive brand and marketing strategy, aligned with our overall IABC Victoria strategy.
- **Brand identity:** Tailor the IABC Global brand identity for IABC Victoria and manage its implementation, ensuring compliance with brand identity marks.
- **Strategic projects:** Identify opportunities for strategic brand projects that will elevate the brand experience and manage their implementation.
- **Event promotions:** Create and implement a promotional strategy for each event including but not limited to pre and post event eDMs, newsletter inclusion and social media content.
- **Monthly newsletters:** Oversee the creation and distribution of monthly newsletters.
- **Database management:** Maintain newsletter database, including adding email addresses of non-members after each event and resolving bounce-backs. Collaborate with Memberships Chair to segment database by members and non-members.
- **Social media management:** Manage IABC Victoria's social media presence, including planning, content creation and community management.
- **Website management:** Manage and update the IABC Victoria website, ensuring it reflects the brand, is user-friendly, and provides accurate and up-to-date information.
- **Public relations:** Where relevant, engage with media to secure coverage to promote event attendance and IABC Victoria membership.



- **Monitoring and analytics:** Analyse data from Mailchimp and LinkedIn to measure and report on the effectiveness of brand communications and to make data-driven improvements. Provide a brief report at each Board meeting.

Shared responsibilities:

- **Fiduciary responsibilities:** ensure the sound management of IABC Victoria's financial resources, uphold the highest standards of financial integrity and safeguard the interests of IABC Victoria and its stakeholders.
- **Assisting with the Bronze Quills and Oration:** Collaborate with the Events Chairs and Board to provide support in the planning and execution of the Bronze Quills and Oration, contributing to its success and ensuring excellence.
- **Administration**
 - Lead volunteers as required, collaborate with rest of Board to mutually deliver Key Responsibilities, deliver handover with successor.
 - Attend a minimum of 3 IABC Victoria in-person events in the year, representing the brand accurately and effectively.
 - Adhere to IABC's Code of Ethics, and the Consumer Affairs Victoria Association's Incorporation Reform Act 2023 'Rules for IABC Victoria'.

Skills and qualifications:

- Proven experience in brand management, marketing, communications or PR.
- Excellent written and verbal communication skills.
- Proficiency with Canva, Mailchimp and LinkedIn is highly desirable.
- Ability to work independently, lead a team, and manage simultaneous projects.
- Creative thinking and problem-solving skills.
- Passion for the mission and values of IABC Victoria.

Note: IABC membership is required to be a Board member. A person is eligible for IABC membership if they are:

- a) A professional communicator
- b) An academic in a communication discipline, or
- c) A student of a communications discipline at a tertiary institution as determined by the IABC,

and they support the purposes of the Association.

Time commitment:

- 1 x monthly 2-hour board meeting
- 1 x 1-hour fortnightly Work-In-Progress meeting
- Attend a minimum of 3 IABC Victoria in-person events in the year, representing the brand professionally while advancing the chapter's strategic direction.
- Delivery of Key Responsibilities (~ 4 hours per week).

Note: This position description is intended to describe the general nature and level of work expected of the Brand Chair.

How to Apply:

To apply, please complete the nomination form explaining your qualifications and your interest in the Brand Chair position, and send this along with your CV to president@iabcvic.com.au AND vicepresident@iabcvic.com.au.



IABC Victoria is an equal opportunity organisation. We encourage applications from individuals of all backgrounds and experiences.