



APPLY TO BE A GLOBAL BOARD NON-EXECUTIVE DIRECTOR OF THE MARKETING SOCIETY

Want to support the growth of a dynamic, global organisation dedicated to raising marketing's positive impact? We have a rare opportunity in our business for up to three non-executive directors to join our Global Board.

ABOUT US

The Marketing Society is a vibrant, global community of marketing leaders who work together to accelerate marketing leadership. This not-for-profit member organisation was established in London in 1959 and has grown into hubs around the world. Our ambition is to grow further and increase our impact in the industry,

We unite and inspire the world's smartest marketers, helping them to do well in their careers and do good in their organisations, the economy and in society through the power of connections, inspirational content, world-class events and highly-effective personal development programmes.

Our Global Board, based in London, comprises of Non-Executive Directors who support the governance of the business and the work of the executive team at The Marketing Society's HQ. Over the years this board has been made up of impressive and dedicated brand-side marketers and agency leaders and we are now looking for three more to join this Global Fiduciary Board.

Global Fiduciary Board Members are able to understand the commercial nature of an SME and support both the governance and the ambition of the executive team. We are looking for people who are passionate about advancing the profession of marketing and those who are change-making leaders, who want to make a real difference at The Marketing Society at a key moment for this organisation.

Interviews will take place in the first week of October with final decisions being made for Global Fiduciary Board Members to join from the end of November 2022.

THE ROLE

Our global board members are critical to our success. As a fiduciary board member, you will help shape, support and represent The Marketing Society. You will be registered as a director at Companies House and will need to be present at eight annual board meetings (held in London but you can join remotely).

We are interested in candidates who understand and support the commercial nature of our business. We are a not-for-profit organisation but commercial success is critical for long-term sustainability and the fiduciary role requires good commercial governance.

Your background – in all senses of the word – is less relevant than your desire to make a difference and your commitment and skills. Previous board members have been client-side marketers, and worked for media owners or agencies in a senior roles. The successful candidates will share our ambition to evolve and grow The Society with a desire to be purposeful in their contribution, committed to helping raise marketing's positive impact, as well as developing marketing leaders. Applying is quick and easy.

How do I apply?

Please email alanna@marketingsociety.com (with the subject line "TMS Board application")

Outlining i) **why you're interested in this role, how and why you can help** (your skills, strengths or interests) and ii) **why you believe it's important to lead the conversation in marketing.**

Your application could be a paragraph or a page (your choice but one page maximum).

NEW APPLICATION DEADLINE. Please note we have extended the application date until the **17th September** for two reasons. Firstly, we've had a number of people on holiday ask for more time and secondly, we will now be working with Fortune Hill the executive search company who will be supporting us with the search. So if you'd been thinking about applying, or you know someone who would be good in this role, you now have time to apply.

Your application will be viewed 'blind' (Alanna will share it with the interviewers without personal detail) before you will be invited to interview if successful.

QUESTIONS AND MORE BACKGROUND INFORMATION:

What is a fiduciary board?

This board is ultimately responsible for managing a non-profit entity's assets; it is more than just an advisory council. The global board has legal and active powers for the organisation (outlined in our Articles which can be shared on request).

Do you welcome all candidates from different backgrounds?

Actively so. Please note, at the first phase of the recruitment process we will ask you to write a one-page application. This will be shared with those considering the role as a 'blind' application, i.e., without details that will reveal age, gender or ethnic background.

Who else is on the board?

The current board is chaired by Craig Inglis and is made up of the following Members:

Becky Brock, Commercial & Customer Director, Costa, Jason Foo, CEO BBD Perfect Storm, Mark Evans, Marketing and Digital at Direct Line Group, Dino Myers-Lamprey, Founder The Barber Shop, Sabah Naqushbandi, Global Marketing Director, Mr Porter, Ellie Norman, former CMO Formula 1, Keith Moor, CMO, Camelot, Stephanie Brimacombe, CEO Europe & Group CMO, VCCP

Is this a paid role?

This is a voluntary non-exec position (non-paid). Members of the Board join to support the organization, to be part of a great Board team and to give back to the marketing profession.

How much time is required?

We require Board Members to attend 75% of the board meetings, which take place, on average eight times a year (in central London but they can be joined virtually)

Are there any other requirements?

Board Members often represent The Marketing Society with speaker opportunities or written thought-pieces so the ability to communicate well and play a leadership role in the industry is important. Members frequently support specific advisory 'squads' to help the team with their skills or perspectives (for example inputting on specific projects which could be commercial or marketing-related – all of which are discretionary requests). They may also work with or connect with board members from the global hubs.

Board Members do need to be members of The Marketing Society (if you are thinking about applying and aren't yet a member, this should not put you off as it can easily be arranged).

Interested? We look forward to hearing from you.

Know someone who would be great in this role? Please do spread the word.