



IABC Asia Pacific Region Board Nomination Pack 2021/22

Thank you for your interest in serving on the 2021/22 IABC Asia Pacific (APAC) Region Board. In this information and application pack, you will find:

- Information about the board and nominations process
- Duties of IABC APAC Region Board members
- Board member role descriptions

Welcome!

If you have ever wondered how you might be able to contribute to shaping IABC and make a positive difference to our chapters and members, then we invite you to consider nominating to serve on the IABC Asia Pacific Region Board.

Region Board members make decisions that support the health of the region's chapters and guide the professional development of our members, the future of IABC, and the profession, as well as deliver the association's strategy.

Serving on the IABC APAC Region Board will help you develop your board and leadership credentials, become more valuable to your organisation or clients, gain greater access to professional content, regional and global peer-to-peer connections, communication best practices, and enhanced networking experiences.

Based in the Asia Pacific region, members in good standing are now invited to nominate to serve on the IABC APAC Board for 2020/21.

Board nomination process

Eligibility

IABC members in good standing, based in the Asia Pacific Region are eligible for nomination. Board nominations are self-nominated.

The Region is defined by the International Association of Business Communicators, and includes all countries and territories in Asia, Oceania and the Pacific, except for those included in other IABC regions.

Board positions open for nomination in the 2021/22 term are:

- Vice Chair
- Secretary/Governance Director
- Treasurer
- Communications Directors (up to 2 roles – digital communications, social media communications)
- Chapter Liaison and Development Director
- Members-at-Large Liaison and Development Director
- Recognition Director
- Partnerships Director
- Certification Director



Note: The **Vice Chair is a three-year term**, with succession to the Chair and then Past Chair roles. **All other roles are one-year terms with the option for two years.**

The Chair, Past Chair, Vice Chair, Treasurer and Secretary will form the Executive Committee and also serve as the Finance Committee.

Nominations Committee

All applications will be reviewed by:

- Chair
- Vice Chair
- Past Chair
- Secretary
- Treasurer
- An IABC Member with international and/or regional board experience

The nominating committee's recommendations for the 2021/22 board will then be ratified by the membership at the 2021 APAC AGM in June.

Nominations Timeframes

- Nominations are open from Wednesday 9 April 2020 and all applications must be received by email by **Friday 14 May 2020**.
- An interview via Zoom may be requested for some roles following the close of nominations.
- Decisions (pending AGM confirmation) will be notified by **Monday 31 May 2021**.
- Board roles will commence on **Thursday 1 July 2021** following confirmation of the Board slate at the Region AGM.

Selection criteria for nominees

Building the right team of dedicated and passionate IABC members is critical to the success of IABC Asia Pacific. The following criteria will give you a good idea of what's expected of the board.

Nominees are welcome to apply for more than one position on this application – the Nominating Committee will then make decisions regarding placement.

Conflict of interest

The IABC International Executive Board (IEB) has adopted a [Conflict of Interest Policy](#) to help guide decisions regarding commercial transactions or arrangements for the best interest of IABC and its members.

Nominees must disclose any actual, potential or perceived conflict of interest at the time of submitting their nomination. Explained as follows:

- An **actual** conflict of interest occurs when there is a real conflict between an individual's board responsibilities and private interests.

- A **potential** conflict occurs when an individual has private interests that could conflict with their board member duties. This refers to circumstances where it is foreseeable that a conflict may arise in the future, and that steps should be taken now to mitigate that future risk.
- A **perceived** conflict is when a third party could form the view that an individual's private interests could improperly influence their decisions or actions as a board member, now or in the future.

Person specifications

All nominees should be of good character and have the genuine interest of IABC and its members at heart.

All nominees should have written and verbal fluency in English.

A good working knowledge of the following is assumed for all nominees, along with a commitment to upholding good governance:

- The IABC Code of Ethics and Code of Conduct
- The IABC Conflict of Interest Policy including disclosing any actual, potential or perceived conflict of interest for resolution at the start of each board meeting
- The IABC APAC Bylaws
- The IABC leadership structure
- The IABC Academy and Global Certification
- IABC Gold Quill Awards

A number of **criteria** will be taken into consideration when evaluating nominations, including:

- Previous leadership and management skills and experience, as demonstrated both in professional and IABC volunteer roles.
- Strategic thinkers who are also keen to roll up their sleeves, as well as demonstrated business and financial acumen.
- History of achievement and delivering on commitments, as demonstrated through this application, CV, and referee checks.
- A strong service ethic; this is a working board, not an honorary role. Applicants should be skilled at both delivery and leading through others.
- Demonstrated competency as a communication practitioner and a strong interest in the advancement of the profession.
- Strong team player – a virtual board must build rapport quickly and be adept at working well together.
- Ensuring that the board represents a mix of geographic, cultural, chapter size/strength members.
- Business acumen – running a region is a bit like running a small business.
- Commitment – being able to commit to the role and expectations as a director of a board including portfolio plans, reporting to the board and attendance at board meetings.

Specific skills, qualities and experience

Individual board roles are likely to – but not necessarily – be best served by individuals with the following:

Vice Chair

- Previous Chapter President experience and/or regional board experience preferred, but not essential
- Demonstrated leadership in the profession
- Strong business acumen and facility with finance
- Proven understanding of risk and governance
- Required to lead the regional conference organising sub-committee

Secretary/Governance Director

- Previous chapter Secretary experience preferred, but not essential
- Strong understanding of good board governance
- Detail oriented, with strong business acumen with good time management and communication skills

Treasurer

- Previous chapter Treasurer experience
- Proven financial acumen
- A resident in Australia for banking purposes

Communication Directors (up to two roles – digital communications and social media communications)

- Experience in channel management
- Member-centric approach to messaging
- Strong strategic content and planning skills
- Good creative and content writing skills
- Proven skills in content creation and use of Canva
- Good working knowledge of WordPress (for digital role)
- Strong social media skills (social media communications)
- Analytical skills for effectiveness evaluation

Members-at-Large Liaison and Development Director

- Existing networks in the region
- Strong relationship skills

- Interest in sharing best practice and supporting chapter development
- Ability to recognise opportunities for mentoring chapters and Members-At-Large
- Good organisational and governance skills

Recognition Director

- Strong understanding of Gold Quill Awards program
- Marketing and communication skills to promote both Gold Quill and IABC APAC Communicator of the Year Award programs and to increase take up in region
- Management of Communicator of the Year Award program and APAC Quills Awards
- Strong experience managing volunteers and delivering through others

Partnerships Director

- Good professional network within region
- Able to source and connect with prospective partners and sponsors across regions for the benefit of chapters, the regional conference and thought leadership.
- Conversion of prospective partner opportunities with APAC Chair and/or Vice Chair

Certification Director

- Lead the growth of the Global Communication Certification Committee (GCCC) certification program in the region
- Create opportunities for certification for members and non-members in the region
- Liaise with GCCC to help enable chapters and individuals with certification
- Develop certification marketing and communication programs for the region

Thought Leadership Director

- Create content that connects the value of professional communication for business and the C-suite
- Identify and develop opportunities for trend-based research that is relevant to the profession within the region
- Educate comms professionals on best practices and successful examples sourced from subject matter experts from within the region

Duties of Asia Pacific Region Board members

Requirements – what's expected of the Board:

- The board will meet by video conference call monthly.



- Board members absent from three meetings and/or unable to deliver on portfolio commitments may be asked to resign at the discretion of the Chair with support from the Executive Committee.
- The Executive, in its capacity as Finance Committee, may meet separately and in addition to other meetings.
- In addition, all board members will complete their portfolio responsibilities to a high standard and on time.
- Board members should expect an average of approximately 8-10 hours per month for board work.
- Board members will provide input to the regional growth strategy, its implementation and evaluation through their term.
- The Chair is required to attend the annual IABC Leadership Institute in North America (travel permitting), to serve on the Council of Regions, and associated nominating committees. The IABC travel policy provides a stipend for the Chair's travel to attend. The APAC region can also provide a stipend to assist with a portion of the travel expenses as per APAC travel policy. Balance of travel expenses are to be covered by the individual.
- The Vice Chair is required to attend the Council of Regions face-to-face meeting held at the IABC World Conference (travel permitting). The IABC travel policy provides a stipend for the Vice-Chair's travel to attend. The APAC region can also provide a stipend to assist a portion of travel expenses as per APAC Travel Policy. Balance of travel expenses are to be covered by the individual.
- The Chair and/or Vice-Chair are required to attend regional conference representing the board (travel permitting). The APAC region can also provide a stipend to assist a portion of travel expenses as per APAC ravel Policy. Balance of travel expenses are to be covered by the individual.

Administrative and governance duties

- Declare any real or perceived conflict of interest with any agenda item at the start of each meeting.
- Be responsible for planning and implementation of their portfolios.
- Prepare monthly board papers, with issues for noting, discussion or decision.
- Produce handover guide for their role/portfolio before the completion of their term, which will then be updated annually by the incumbent.
- Participate in the AGM and any other member meetings required.

What APAC Region Board members can expect to gain from their service

You will have an opportunity to:

- Strengthen and grow IABC in Asia Pacific through delivering improved value for membership and connecting our community.

- Work alongside a diverse and high-performing team of dedicated and passionate IABC volunteers from around the region.
- Support key IABC programs and initiatives and support chapter implementation.
- Develop and deliver world-class initiatives and programming for your colleagues in the region.
- Develop strong leadership and management skills through strategy development, risk oversight, good governance, portfolio delivery and project work.
- Grow your IABC networks throughout the region, and within the global community.
- Gain invaluable board director experience.
- Contribute to the advancement of the communication profession in the region and help to develop its practitioners.
- Help to harness the amazing diversity of the Asia Pacific region and showcase our unique offering to the global IABC community.
- IABC regional volunteer experience also provides a valuable background for future service in IABC international roles, committees and task forces.

What serving on the APAC Region Board is not

We want to make sure that we build a great team of regional leaders who are all serving for the benefit of our members, developing their leadership and director capabilities, and gaining valuable experience.

For this reason, it's important to be clear on appropriate expectations for nominees.

Serving on the APAC board is not:

- A vanity exercise: this is a working board, not an honorary position. All nominees are expected to deliver on their commitments.
- An opportunity to promote your own business interests as this would be a clear conflict of interest. Serving on the board represents a commitment to advancing the interests of IABC both in the region and around the world, and is not a platform for selling your own products and/or services.
- A travel junket. The Chair and/or Vice Chair are required to attend two meetings in North America annually in their roles, and may, as determined by the Finance Committee and Board, undertake some other limited regional travel, but no other board member should expect any travel expenses to be paid for by either regional funds or IABC HQ. All core work will be done virtually.
- All board members are welcome to and encouraged to attend the IABC Leadership Institute, World Conference and other regional events, but should understand that this will be at their own expense. Board members, like any other IABC APAC member, can apply for the scholarships offered by the APAC region to Leadership Institute and/or the World Conference.

Board Member Role Descriptions

Board terms

- All board terms are for a period of one year. Incumbent board members (all except Chair and Vice Chair) may apply to remain on the board in their same or different role (including Vice Chair).

The Past Chair may also apply to remain on the board in a Director role or as Secretary or Treasurer.

- Nominees for the Vice Chair role should understand that this represents a three-year commitment: Year One as Vice Chair, Year Two as Chair, and Year Three as Past Chair.
- The Region Chair may appoint others to the Board for a specific purpose, subject to Region Board approval.
- Additional duties may be identified/clarified in the Asia Pacific Bylaws.

Executive Committee

Chair

The Chair is the chief elected officer of the Region and will:

- Exercise general supervision over executive affairs of the Region, and lead with integrity and ethical conduct.
- Preside at all Annual and Special Meetings of the Region.
- Preside at all Region Board meetings.
- Appoint and serve as an ex-officio member of all Region sub-committees.
- Appoint all sub-committee chairs, except as otherwise provided by the region bylaws.
- Represent the Region at the IABC Council of Regions and other meetings.
- Serve on the Finance Committee and help to ensure that all regional monies are managed responsibly and with the best interest of all Asia Pacific members in mind.

Vice Chair (with automatic succession to Chair)

The Vice Chair shall have duties assigned by the Chair and by the Asia Pacific Bylaws and will:

- Represent/act in the absence of the Chair.
- Lead long-range planning activities/strategy development for the Region.
- Lead or oversee one of the program portfolios of the Region.
- Serve on the Region Nominating Committee.
- Serve as an ex-officio of all standing committees.
- Serve on the Finance Committee and help to ensure that all regional monies are managed responsibly and with the best interest of all Asia Pacific members in mind.
- Oversee the Professional Development and Recognition portfolios, especially in delivery of awards and programming.
- Receive all business cases requesting region funding and coordinate their consideration with the Finance Committee.

Past Chair (the previous year's Chair)

The Past Chair shall have duties as assigned by the Chair and by the Asia Pacific Bylaws and will:

- Chair the Region Nominating Committee
- Lead identification and nomination of candidates for the Region Board
- Provide strategic counsel to the Executive Committee and Board
- Serve on the Finance Committee and help to ensure that all regional monies are managed responsibly and with the best interest of all Asia Pacific members in mind.
- Help identify members to participate on Region and International-level committees and work groups.
- Work alongside the Chapter Development Director to facilitate chapter liaison responsibilities for each board member.

Treasurer

The Treasurer shall have duties as assigned by the Chair and by the Asia Pacific Bylaws and will:

- Serve as chief financial officer of the Region and Chair of the Finance Committee.
- Prepare an annual budget for the region.
- Prepare full and interim financial reports as directed by the Region Board.
- Liaise with HQ Finance to help all region chapters meet their annual reporting requirements.
- Ensure that all regional monies are managed responsibly and with the best interest of all Asia Pacific members in mind.
- Co-ordinate audit by independent third party as required.
- Sign all certified copies of acts of the Region.
- Be responsible for the deposit, safekeeping, and disbursement of the funds of the Region.
- Maintain records concerning receipts, expenditures, and assets of the Region.

Secretary and Governance Director

- Keep a record of all the proceedings of the Region.
- Maintain official Region record books, bylaws, policies, procedures, and other documents; prepare meeting notices and orders of business, maintain document management system (Google Drive and Basecamp).
- Assist with administrative duties as assigned by the Chair.
- Some facility with video-conferencing technology, including managing a virtual AGM.
- Ensure adherence to good governance practice at the board.
- Assist the Chair with onboarding of board members
- Review and keep the Region Policy Manual current

Directors (portfolio responsibility)

Directors shall have duties assigned by the Chair and may establish committees, work groups or task forces to assist them in carrying out such duties.

This will include:

- acting as chair of relevant committees, work groups and task forces
- keeping records of their activities
- reporting regularly to the Region Board on progress
- requesting funds (with business case) from the Region Board for activities
- serving as liaisons to appropriate IABC staff and committees, work groups and task forces.

Communications

- Develop a communication and editorial strategy for the region.
- Coordinate all regional digital, social media content and member communication activity.
- Coordinate with IABC and chapters' communications to help deliver/tailor regional and global content.
- Promote regional and international initiatives.
- Recruit and oversee additional volunteers as required

Members-at-Large Liaison and Development

- Serve as lead liaison with all APAC chapters and members-at-large.
- Advocate for chapters and members-at-large in all strategy and programming development.
- Membership marketing and engagement.
- Serve as key point of contact for Members-At-Large in the region.
- Alongside the Professional Development, Certification and Recognition directors, help chapters to implement IABC programs and initiatives like Global Certification, Gold Quills and the IABC Academy.

Recognition

- Serve as subject matter expert and key advocate for Chapter Management Awards, Gold Quills, Communicator of the Year Awards and the IABC Academy.
- Coach chapter leaders and encourage submissions to awards programs.
- Lead all recognition and regional award initiatives.
- Serve as primary chapter liaison for 1-2 chapters.
- Recruit and oversee additional volunteers as required (for example, hosting regional awards)

Partnerships

- Maintain a strong professional network within region
- Maintain and optimise existing partner relationships and programs.
- Manage and qualify new partnership leads from prospective partners including developing prospective arrangements (with Chair and/or Vice Chair).
- Help partners develop activation plans in accordance with the terms outlined in the contract to maximise partner benefits.

Certification

- Serve as subject matter expert and key advocate for the Global Communication Certification Council's IABC-sponsored certification programs across the Region
- Coach chapter leaders and encourage gaining certification
- Lead all recognition and regional award initiatives.
- Recruit and oversee additional volunteers as required (for example, hosting GCCC certification exams and regional awards).

Thought Leadership

- Examine prospective topics or trends that are significant to professional communicators and C-suite. Present these to the board for approval before undertaking research step.
- Research trends either with a research partner, subject matter experts, selected volunteers, or on your own. Research may be in-depth interviews, survey, desk research or a combination.
- Based on the research insights produce content in the most effective format, e.g. white paper, interview series, video series, webinars and so on.

Additional Directors may be added when and if appropriate to carry out the work of the Region.

The Board may also appoint volunteers to help carry out project/ program/ portfolio specific duties. These volunteers will report to the associated Director, with oversight by the Vice Chair.