



IABC Asia Pacific Region Board Nomination Pack 2024-25

Thank you for your interest in serving on the ABC 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 Asia Pacific Board for 2024-25.

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 2024/25 term are:

- Vice Chair
- Secretary/Governance Director
- Treasurer
- Communications Directors (up to 3 roles)
- Chapter Engagement and Development Director
- Members-at-Large Engagement and Development Director
- Award and Recognition Director
- Certification Director



- Marketing and Partnership Director
- Conference Director

Note: *The Vice Chair is a 3-year term, with succession to the Chair and then Past Chair. All other roles are 1-year terms with the option for 2 years.*

The Chair, Past Chair, Vice Chair, Treasurer and Secretary form the Executive Committee and 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 2024-25 board will then be ratified by the membership at the 2024 IABC Asia Pacific AGM in June.

Nominations Timeframes

- Nominations for Vice Chair must be made through [IABC](#) by **2:59pm AEST Monday 22 April 2024**.
- Nominations for all other Director positions are open from **Monday 25 March 2024** and must be received by email by **2:59pm AEST Monday 22 April 2024**.
- An interview via Zoom may be requested for some roles following the close of nominations.
- Decisions (pending AGM confirmation) will be notified by **Friday 3 May 2024**.
- Board roles will commence on **Monday 1 July 2024** 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 encouraged 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 Asia Pacific Bylaws](#)
- The IABC leadership structure
- The [IABC Academy](#) and [Global Certification](#)
- IABC [Gold Quill Awards](#)

A range of **criteria** will be considered when evaluating nominations. This includes:

- 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

Please note: Vice Chair appointments are done through IABC. Candidates wanting to nominate for the Asia Pacific Vice Chair role should read the 2024-2025 Vice Chair Candidate briefing packet.

- Previous Chapter President experience and/or regional board experience preferred, but not essential
- Experience with fiduciary duties.
- Demonstrated leadership in the communications 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
- Must be a resident in Australia for banking purposes.

Communication Directors (up to 3 roles)

- Strong strategic content and planning skills
- Member-centric approach to messaging
- Good creative and content writing skills
- Experience in channel management
- Proven skills in content creation and use of Canva
- Good working knowledge of WordPress and MailChimp (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.

Award and 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 Silver Quills Awards
- Strong experience managing volunteers and delivering through others.

Marketing and Partnerships Director

- Lead efforts to increase IABC's brand awareness across the Region, with a specific focus on markets without a Chapter.
- Source and connect with prospective partners and sponsors across the Regions to the benefit of Chapters, FUSION conference and thought leadership
- Liaise frequently with the IABC Asia Pacific Chair and/or Vice Chair on prospective partner opportunities across the Region.

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.



Board Member Role Descriptions

Board terms

- Nominees for the Vice Chair role should understand that this represents a 3-year commitment: Year One as Vice Chair, Year Two as Chair, and Year Three as Past Chair.
- It is strongly advised that nominees for the Treasurer and Secretary roles apply for 2-year terms.
- All other Board terms are for a period of 1 or 2 years. 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.
- 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 Nomination Committee 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.
- Represent the Region at the IABC Nomination Committee
- Oversee the Professional Development and Recognition portfolios, especially in the 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:

- Represent the Region at the IABC International Executive Board
- Chair the Region Nominating Committee
- Lead identification and nomination of candidates for the Region Board
- Provide strategic counsel to the Executive Committee and Board
- Help identify members to participate on Region and International-level committees and work groups.
- Work alongside the Chapter Liaison and 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.
- 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.
- 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.
- Coordinate 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.
- Liaise with Chapter Treasurers and their Boards to ensure they are undertaking their responsibilities in relation to IABC financial guidelines.

Secretary and Governance Director

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

- 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 practices at the board.
- Assist the Chair with the 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 Engagement 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 a 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 and Gold Quills.

Chapter Engagement and Development

- Serve as lead liaison with all APAC chapters
- Advocate for chapters in all strategy and programming development.



- Serve as a 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 and Gold Quills.

Award and Recognition

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

Marketing and Partnerships

- Maintain a strong professional network within the region.
- Maintain and optimise existing partner relationships and programs.
- Manage and qualify new partnership leads from prospective partners, including developing prospective arrangements (with the 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).

Conference

- Coordinate and manage Region events, notably the IABC Asia Pacific FUSION conference, that have approval from the Board.
- Key responsibilities include,, but are not limited to:
 - developing and maintaining responsible budgets for events
 - coordination of venue
 - venue logistics
 - event scheduling
 - speaker allocations
 - marketing
 - ensuring that IABC APAC is meeting relevant legal and regulatory requirements.
- Chair the FUSION working group to support the delivery of the FUSION Regional Conference



- Work with the Treasurer to maintain appropriate budgets and financial records relating to events.
- Identify opportunities for corporate sponsorship in collaboration with the Marketing and Partnerships Director, and the Region Chair.

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.