

A guide to the Marketing Association Elections for Board, Regional and Special Interest Group Committees– 2023

Am I eligible?

If you are a member of the Marketing Association (MA), you are eligible to stand for election to the Board or any of our committees, whether you work for a member organisation or are an Individual member.

What attributes do I need?

- **Board**

The Board is responsible for the overall governance and strategic direction of the Association. Nominees should ideally be senior managers or business leaders who have the knowledge, skills, expertise, diversity and strategic ability to make independent decisions. They should possess the highest personal and professional ethics, integrity and values, make informed judgments, have sound business experience, and be committed to representing the long-term interests of the Association's stakeholders.

They need to be willing to devote adequate time and effort to Board responsibilities. Ideally the need to have some experience of being on or working with Boards, or of running their own business.

Board member nominations are reviewed by the Nominating Committee before being put to members for election.

- **Regional Committees**

Regional Committees represent the interests of marketers in the Waikato, Central and Southern regions, acting as a hub for networking and educational activities that meet today's business needs. This includes working with the Marketing Association to produce relevant events on topics of interest in their region. They are also the intelligence-gathering network to identify services and resources that will benefit their whole region. Additionally, they explore opportunities to expand into other regional centres, and act as advocates and an advisory resource for the Marketing Association.

- **Special Interest Groups (SIGs)**

The special interest groups currently cater for five different sectors: Data, Digital, CX, B2B, and NFP representing specialist sub-sets of the marketing community, these groups provide focus for the Association in prioritising products and services to meet their needs. Formulating best-practice guidelines and templates, gathering market intelligence of specific interest to their group, learning and networking forums, identifying industry-specific research opportunities, and acting as 'watch-dogs' for their industry sector are all key responsibilities.

The over-riding focus for all Regional and Special Interest Groups is to assist in delivering membership value as an advisory resource for both the MA and its members, which includes advocacy and setting best practice standards.

The personal qualities outlined above for Board members apply equally to Regional and SIG committee members.

What's the commitment?

Board

Board meetings last approximately 4 hours and are scheduled monthly 8 or 9 times throughout the year. These meetings are currently held on the first Friday morning of each month, however this may be changed depending upon the availability of newly elected members.

In addition to Board meetings, the Finance Risk Audit Committee (a sub-committee of Board members) meets for 1-2 hours across the year to provide oversight on organisational risk, audit and financials.

The Chairman has additional responsibilities, and needs to allow time to meet with the CEO at least once a fortnight.

Note that these are pro bono unpaid positions though the MA will reimburse regional travel to Auckland for Board meetings.

There is also an expectation that elected representatives are engaged with the MA, attending events, support and promote MA membership, products and services and being visible representatives of the Association.

Regional and Special Interest Group Committees

Regional and Special Interest Group committees generally meet for approximately 1 - 1½ hours each month.

From time to time there may be an additional meeting scheduled, e.g. a strategy/planning session, and in particular Chairs of the Regional and Special Interest Group committees may be required to meet 2 – 3 times a year with the Chief Executive for updates and reporting sessions.

There is also an expectation that elected representatives are engaged with the MA, attending events, support and promote MA membership, products and services and being visible representatives of the Association.

How long will I be on the Board/committee?

Board Members are elected for a three-year term which runs from the beginning of April.

Committee Members are elected for a two-year term which runs from the beginning of April.

What's the election process?

We call for nominations in early February, with elections taking place electronically via electionz starting 7 March. Only key contacts from Member companies will be sent the link to vote. The final results will be announced at the Annual General Meeting on 27 March.

This year, nominations close at 5pm on 24 February.

You can be nominated by someone from within your own member company, but you must find another member to second your nomination. You will need to sign the nomination form to indicate your willingness to stand, which means you can't be nominated without your knowledge by a well-meaning person who thinks you'd be a great committee member!

You will need to supply brief biographical details and describe how you believe your skills will benefit the Marketing Association. It's this information that enables voting members to make their choices, should a vote be required, so it's important that you "sell yourself" appropriately. Please send this in a covering email with your completed nomination form.

What will I get out of it?

There isn't a simple answer to this – it's a subjective thing. Some of the reasons people stand are :

- a desire to protect the rights of ethical marketers to take their products and services to market without undue restriction
- a wish to give something back to the industry in which they're engaged
- a desire to support their industry body as the hub of New Zealand's marketing industry, the heart of the marketing community and a centre of excellence for all things marketing
- a belief in professionalising marketing so that it is recognised as a key economic enabler, making a positive contribution to the New Zealand economy
- an opportunity to share skills and knowledge
- Continuing Professional Development

How will I know if I've been elected?

The results are announced at the Annual General Meeting and all candidates advised of the outcome personally if they are unable to attend the meeting.

Can I stand again?

Yes indeed! Since there are always new candidates interested in serving, you will need to be re-nominated and take part in the normal election process if you wish to stand for a further two or three-year term.

How should I word a Notice of Motion?

Formal Notices of Motion are required to make changes to the MA's Constitution. Members vote on these at the same time as voting for the Board and committees. You will need to declare your name as the proposer and seek a seconder from within another member organisation or an Individual member.

You should word your Notice as follows:

Proposed by: Name

Seconded by: Name

"It is proposed that clause XX of the MA's Constitution be amended to read

Rationale: The current wording is subject to confusion because..... "

The outcome of proposed changes to the Constitution will be announced at the AGM and made known to all members via the MA website.

Something you're still not sure about?

email emma@marketing.org.nz