



## Member Communications Lead Branch volunteer accountability profile

### **Purpose:**

With a passion for great digital marketing, you'll lead on all branch communications to your local members, including regularly posting on social media and creating the online branch newsletter.

Aligning to CIPD purpose and strategy you will work collaboratively with the Committee and CIPD to deliver the best possible service and offer to CIPD members.

### **What you will do:**

- Support all committee members to pull together a local digital communications plan for the branch, including social media, the Branch newsletter and Branch webpages.
- Using our social media guidelines, regularly post on the branch LinkedIn group, Facebook, and Twitter accounts (where these exist).
- Produce the branch e-newsletter (using Marketing Cloud, a web-based email marketing tool) by collating and curating content from committee members. You will be writing and editing copy which promotes local CIPD only activities and events, highlights, policy discussions and addresses areas of member interest.
- Ensure that the web page for your branch on the CIPD website is up to date and, when needed, submit web update requests to the Branch Development team.
- Keep in regular touch with the Branch Development team to share learnings and provide updates.
- Take part in our online Marketing Cloud training and leverage all existing resources produced for branch committee members undertaking this accountability.

### **What skills and experience do you need?**

- Experience in use of social media platform and content writing would be an advantage.
- HR, L&D and OD professionals at any level of experience and membership grade.
- In active membership across your time spent with us
- Experienced and confident communicator, collaborator, networker and relationship builder
- Ideally well-connected in the local community, with a network of organisations and practitioners

### **What are the benefits to you?**

- Be at the cutting edge of HR and play an active role in shaping the CIPD agenda.
- Volunteer with other like-minded HR, L&D & OD professionals to collaboratively create and deliver an engaging branch programme.
- Raise your profile and broaden your professional network.
- Embrace your CPD - gain skills and experience to compliment your HR, L&D or OD role
- Have fun and enjoy a new challenge!
- Demonstrate your passion for your profession.
- Create a personal legacy by helping to inspire the future HR generation.

## What is your commitment?

- Meet the requirements and responsibilities of the role. Time commitment varies depending on the local area/branch - it is important to discuss the time you have available with your Branch Chair and only take on activities that you can deliver.
- Foster an inclusive working environment that enables a diverse range of people to work together collaboratively and effectively.
- Abide by the CIPD Code of Professional Conduct and Statement of Expectations for volunteers at CIPD.

It is important that volunteering at CIPD is a positive experience for all involved. If you are unable fulfil the responsibilities of your role, contribute to the success of the branch and the committee, or meet the required commitment and behaviours set out in the Statement of Expectations, we may ask you to step away or pause to ensure the branch is fully supported.

## What support is provided for you?

- An induction session
- Guidance and support from the Branch Development team at CIPD
- CIPD Toolkits, regular bespoke news, policy updates, access to our Network Area and Support resources especially designed for branches.
- Access to bespoke training and learning.

## Data privacy statement

*As a CIPD branch committee volunteer, it is crucial you can collaborate and communicate with other branch committee volunteers and also the CIPD Branch Development team. To facilitate this interaction across our thriving, vibrant branch network you understand that minimal data which is likely to identify you (such as your full name, preferred email address, branch committee role e.g. Chair, Treasurer etc) will be available via Microsoft Teams (or other secure communication platform used by CIPD from time to time) for this purpose. Specifically, you may receive direct communications from other branch committee volunteers through this platform related to branch committee activities as this is in the legitimate interests of CIPD and necessary to fulfil your role.*