

## Member Application Form 2023

*The Marketing Society Future Council provides thought leadership, guidance and networking opportunities to marketing professionals in the first five years of their careers. The Future Council is now recruiting **two** new members to join the team to continue to develop and deliver on the vision of The Marketing Society Future Council.*

*All applicants should demonstrate how their skillset and experience would make them a suitable candidate for the role and submit a completed form to [irene@marketingsociety.ie](mailto:irene@marketingsociety.ie) by **5pm, Monday 30<sup>th</sup> January 2023**. All applications will be reviewed and shortlisted applicants will be called for interview by the middle of February 2023. The new Council members will be announced by the end of February 2023.*

*If you have any questions about the Future Council, the roles or the application form, feel free to contact Stephen Mooney at [stephen.mooney@onecore.ie](mailto:stephen.mooney@onecore.ie)*

First Name:	
Last Name:	
Email Address:	
Name of Company:	
Title / Role:	
Years in Industry:	

- Why do you want to become a member of The Marketing Society Future Council and what differentiates you as a candidate? The roles and responsibilities are outlined below - please include any information here regarding your skills or your experience that you feel are relevant to the roles. (Max. 250 words)

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- Describe your approach to teamwork. What role do you typically adopt in a team task? What do you value and think is important when it comes to teamwork? How do you ensure an effective team dynamic? (Max. 250 words)

- The Future Council aims to create events that are **INSPIRING, INCLUSIVE, USEFUL** and **ENGAGING**. With this mind, design an event (either face-to-face or digital) that would appeal to marketing professionals with less than five years' experience. Please outline the following (where applicable):
  - Title
  - Topic
  - Speaker(s)
  - Video conferencing platform / Venue
  - How many people would you expect to attend?
  - How much you would charge?
  - Budget needed for event

Ensure to explain the choices made and use images or other media to support your proposal, where and if appropriate. (Max. 350 words)

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### Roles and Responsibilities:

The Future Council has two roles available with varied responsibilities depending on your experience and skillset. We have outlined the responsibilities below, however, we would still love to hear from you if you feel you have something else you could bring to the Future Council.

**All roles are very flexible, allowing each person to assist or step into other roles when necessary.**

- **Vice Chairperson**

The Vice Chair supports the activities of the Chairperson, including sharing responsibilities as appropriate and fulfilling the duties of the Chair as required in the Chair's absence. The Vice Chair's main responsibilities include contributing to all activity executed by the Council and helping to find resolutions when and where necessary.

Please note, after 18 months on the Future Council, the Vice Chair will move into the Chairperson position.

- **Social Media**

The role of Social Media Management involves building out content calendars ahead of each event, creating social posts to activate the event, increasing awareness of the Future Council and driving engagement within the marketing community. Our social media platforms are critical to the success of each Future Council event and help drive ticket sales organically.

### Filled roles on the Future Council include:

- **Chairperson**

The overarching role of the Chairperson is to provide leadership to the Future Council. The Chair ensures that the Council is working to the best of their ability, making effective choices and dealing with any problems/issues that arise in an orderly, efficient manner.

They also represent the Council at The Marketing Society monthly meetings – providing an update on all Future Council activity.

- **PR**

The PR & Comms role involves engaging with media to promote the activity of the Future Council, with a view to keeping our existing audiences informed on our activity and expanding our reach to new audiences where possible. Responsibilities include drafting and issuing press releases, following up with relevant trade media to secure coverage, identifying new angles for media outreach, advising on timelines for Council communications and proofreading and copyediting Council communications

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- **Secretary**

The role of Secretary involves working closely with the Chair and Vice Chair to help keep the Council running smoothly. They are responsible for taking minutes at meetings (detailing key processes and conclusions made / actions agreed at meetings), circulating the agenda, previous meeting minutes and actions in advance of meetings and providing structure and focus to Future Council meetings (guided by the agenda). The Secretary is also responsible for requesting and upholding any changes to the constitution of the Marketing Society.

- **CRM**

The role of CRM consists of developing email copy, sending out emails prior and post events, and managing email lists to correspond with the Marketing Society. Our email systems are critical to the success of each Future Council event as they help drive ticket sales and increase subscribers to the Marketing Society email list.

- **Design**

The role of Design consists of developing engaging graphics, and building creative for events, Mail Chimp and social media. Graphics are important to build engaging creative and content for social media as well as any further required channels.

- **Research and Insights**

The role of the Research and Insights Manager is to evaluate ticket and attendee data, develop performance reviews and manage surveys (pre- and post-event) that help inform and improve future events. The role also looks at other sources of insight including social and email communications in order to build a holistic view of events, presenting back their findings on a bi-monthly basis.

- **Treasurer**

The Treasurer has the responsibility to accurately report on the profit & loss as well as all expenditures to the Council on a regular basis. They oversee budgets, accounts and any financial statements when needed. They manage all record-keeping and provide financial analysis on each Future Council event.

- **Sponsorship**

The Sponsorship Manager's duties include managing proposals, renewals and negotiations of all Future Council sponsorships. They oversee communication with sponsors, align business and Council needs, and oversee the sponsorship strategy and planning.



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