

POPAI ANZ Board General Responsibilities

All Board Members need to be aware of the general responsibilities of being on the Board;

- Tenure – A standard 2 year term (+ 2 years option if voted by members)
- Attendance at Board Meetings – Board Directors must be able to attend at least 9 Board Meetings each year, with a minimum of 5 in person.
- Attendance at Events – Board Directors are asked to attend the major events of the POPAI calendar as representatives of POPAI which may involve particular duties. Tickets to any paid events will be provided FoC to Board Directors, but are non-transferable.
- Participation & Advice – Board Members are expected to participate in Board Meetings including reading minutes/pre-read and actioning & communicating anything agreed. Being available & providing advice on request of Business Lead.
- Contacts & Resources – Board Members are asked to contribute by bringing contacts and resources that can assist POPAI; such as keynote speakers, venue contacts, sponsors, strategic affiliations
- Time Requirement – The expected time required for each Board Member will vary depending on the business requirements at the time; 8+ hours per month should be expected.
- Assisting with the marketing of POPAI via sharing POPAI LinkedIn and social updates on their own profiles / to their own networks
- Advocating for new POPAI members among their networks and contacts and brokering introductions to POPAI Business Lead

The Board are specifically responsible for;

- Reviewing and maintaining the vision, mission and values of the association as developed by the Managing Director
- Approval of short & long term strategies
- Approval of annual budgets
- Approval of monthly expenditure over a 10% variance of the approved budget
- Appointment, performance evaluation and termination of the employment contracts of the Managing Director/General Manager
- Risk Oversight
- Providing a check of integrity of external financial & non-financial reports
- Additional monitoring as seen fit by the Board to ensure the order of the associations management by the Business Lead
- Engaging with Key Stakeholders/Members at events and across the industry as POPAI ambassador at other times as required
- An area of focus will be allocated to each board director to oversee and assist the GM (eg Education, Events, Research & Insights; Membership; Sponsorships; Website & marketing etc)

Core Competencies

Industry Experience

All members of the Board should have a minimum of 5 years' experience within the industry covered by POPAI ANZ membership. This can be from a supplier, agency, retail or brand perspective but the director should be able to demonstrate knowledge of the requirements of the industry to drive excellence and growth for POPAI, and articulate the needs of its members.

Shopper Marketing Knowledge

Due to the vision of POPAI ANZ to be thought leaders for the industry, all members of the Board should have a solid understanding of Shopper Marketing (definition, segments included, path to purchase etc.) and what best practice looks like. This ensures effective communication within the board and use of a common language to clarify key issues to POPAI members.

Industry Representation

Consideration should be given to the mix of directors and the organisations they represent so that the board fairly represents the members of POPAI ANZ, and the interests of POPAI ANZ as an industry body and leader.

Strategic yet Practical Experience

Members of the board should be able to demonstrate strategic agility so that they can contribute to the development of an industry vision, POPAI ANZ planning and be able to clearly communicate this to members. Previous experience in business planning and setting strategy is a good indicator for this. A director needs to take responsibility to shape the bigger picture and consider multiple perspectives rather than focus on the detail as this could slow decision making and duplicate with the responsibilities of the business lead. Equally, as POPAI is a resource-poor, not-for-profit association, Directors need to marry strategies and ideas with practical assistance and the resources with which to action them.

Leadership Experience

All members of the Board should have a minimum of 3 years leadership experience including leading people. This will ensure an understanding of working as a team and the impact of decisions on the industry, its members and those employed by member companies. At times individuals on the board will be asked to lead projects and contribute to the development of a strategic idea, they will need to demonstrate their ability to take ownership and drive an agenda forward.

Constructive Behaviour

It is critical to the functioning of the board that the right culture is created and maintained by its directors. A key component of this are the behaviours demonstrated by individuals to encourage trust, open dialogue and understanding, so that ideas can be explored, built on and decisions made in an cohesive way. It is important that directors are driving the association/ industry agenda NOT their own or their companies, and equally have a voice that is respected and heard. The culture needs to balance time for consultation with decisiveness so that time is not wasted and the right focus is given to the right priorities.

Nominations for the 2017-2018 POPAI Board of Directors close on June 28, 2017. Nominations must be submitted via the official nomination form provided on the POPAI website and sent to members via email.