



Board Member Application

Term: January 2020 – December 2020

APPLY BY: 12/31/2019 | ELECTIONS: 01/16/20

Please complete the information on pages 6-10,
and return those pages only to president@sfima.com

Thank you for your interest in joining The South Florida IMA Board!

As a Board member, you will play an integral role in ensuring SFIMA's continued growth and success.
Please read the following information and job descriptions before submitting your application.

BOARD MEMBER QUALIFICATIONS

- Active SFIMA membership in good standing
- Previous experience on a SFIMA committee or equivalent outside experience
- Solid verbal and written communications skills
- Passion for connecting with and learning from other interactive marketers

BOARD MEMBER REQUIREMENTS

- Attend our annual retreat (a Saturday in Feb 2020 – tentative 02/08/20) and monthly board meetings
- Submit monthly highlights reports
- Facilitate member networking at SFIMA's monthly events
- Represent the organization in a professional manner at all times

MEETING ATTENDANCE AND VOTING VS. NON-VOTING BOARD MEMBERS

- If applying for a voting Board position, you are agreeing to attend monthly Board meetings throughout your term, held the first Thursday evening of each month in Pompano (dinner is provided).
- You will also be responsible for submitting a monthly highlights or status report (1-3 slides) for each meeting.
- SFIMA will provide a conference call option for use as a last resort; however, the expectation is for you to make reasonable efforts to attend in person.
- If you miss more than 3 Board meetings in a year, your position is intact, but you will be converted to non-voting. **Non-voting does not mean "non-valued;"** this is simply our way of updating our quorum count and ensuring the ability to conduct official SFIMA business.
- If you are unable to attend, you will still need to submit a monthly report so that the Board can stay abreast of what's happening in each committee.

IMPORTANT DATES

- Application **deadline: December 31, 2019**
 - Please complete the information on pages 6-10, and return those pages only to president@sfima.com
 - All current and new board members must complete an application to be considered for a voting board position – no exceptions.
- **Elections: January 16th, 2020**
 - If selected for a position, you will be asked to attend the January Board Meeting for official election onto the board.
 - You do not need to be present to be elected; however, all current voting members do need to be present to cast their votes.

OFFICERS

President – Typically assumes this position after serving as a Vice Chair. Responsible for the vision and ongoing running of the organization. Directs and counsels all other board members as needed to ensure that the functions of the board are being carried out effectively. Organizes all meetings, sets the agenda, arranges for an annual retreat and secures the appropriate resources for all meetings, committee chairs and ongoing operation of the board. This person is a member of the executive committee. Should have experience running one of SFIMA's major events.

First Vice Chair – This position supports the current President while training to lead the organization. Traditionally, the First Vice Chair is **assumed to take on the role of President** next year. (This can be overruled by either a resignation of this position before the presidential term starts or by a majority vote of the board.) This First Vice Chair **steps up in the event that the President cannot fulfill their duties** (introductions at meetings, chairing meetings, etc.) and **also is responsible for co-chairing or delivering one major non-educational event** (Nautical Networking Cruise, SFIMA Summit, Holiday Party or Other). Naming this position one year in advance allows for the proper training and transition of this important office, providing continuity for the organization. This person is also a member of the executive committee.

Second or Co-Vice Chair – Traditionally, this position is the immediate Past President who stays on to assist in the transition of duties to the new President. The President may opt, with Board approval, to select another board member for Second Vice Chair while keeping the Immediate Past President on the Board as a special advisor. The Second Vice Chair would also be available to step up in the event that neither the president nor first vice chair could fulfill their duties. In addition, this position takes an active role on or co-chairs a special event committee. This person is also a member of the executive committee.

Secretary – Responsible for documenting all board meetings, providing an agenda based on input from the President and other board members, keeping the board contact list up to date and keeping a master file of all critical documents available for Board member review (bylaws, articles of incorporation, FIN, etc.). Also responsible for calendar reminders, RSVPs for board meetings, venue coordination for board meetings and retreats and for keeping the Yahoo Group distribution and calendar up to date.

Treasurer – Responsible for securing a merchant account for use by the registration committee, the website and other credit card processing and for establishing a bank account, getting checks printed and the general management of association funds. In addition, maintains the books, pays all bills in a timely manner, issues checks and reimbursements in a reasonable and prompt payment schedule, prepares and gives monthly reports on financial status of the organization and arranges with other members of the board to collect on bad checks or credit cards whenever possible. Maintains the primary relationship with the bank and files state and federal income taxes each year as needed.

MEMBERSHIP

Membership Co-Chairs (2 spots) – Responsible for maintaining membership and newsletter distribution lists and managing event registration, including the collection of all fees paid by attendees either by phone, online or at events (staffing the registration desk and taking credit cards/checks/cash). Either makes or oversees resource for name badges, collects business cards for drawings and creates promotions throughout the year to increase membership. Works with Marketing or external agency to create, update and stock membership brochures and online information.

Membership Support Roles

Ideal for a new volunteer or non-voting Board member who wants to learn the ropes while considering longer term commitment to the board. May be upgraded to a voting Chair position.

Member Retention Specialist -- Identifies members within 30-90 days of expiration and reaches out by phone, email or mail to facilitate and secure renewals.

Corporate Member Relations -- Serves as a liaison between SFIMA and its corporate and brand members, providing an added level of customer service to them while advising the Board about best ways to continue delivering membership value to South Florida and Industry business leaders.

Registration Support – Serves as a liaison between SFIMA memberships co-chairs and registration company with any pertinent details pertinent to all monthly educational events as well as special/mayor events held throughout the year.

PROGRAMMING

Programming Co-Chairs (2 spots) – A driving force in SFIMA’s ability to deliver on its mission to provide events of choice for interactive marketers, Programming chairs connect with industry leaders, authors and educators to create events on hot topics and companies. Work with Marketing and/or external agency to develop speaker pitch materials. Reach out to and schedule speakers, craft programming with moderators and panelists, ensure adherence to the speaker policy and review all presentations in advance. Deliver up to 10 monthly events within budget. Collaborate with Sponsorship to identify revenue opportunities around monthly educational events. Provide topic and speaker information to Marketing and PR to facilitate timely and effective promotion of events to drive attendance.

Executive Programming Series Chair (1 spot) – Facilitates the development of SFIMA Executive breakfast series educational programs by supporting efforts to connect marketing executives and explore areas of interests for continuing digital marketing education.

Programming Support Roles

Programming Committee Members (1 spot) – Facilitates the development of SFIMA educational programs by supporting efforts to connect with our target list of speakers and explore various presentation formats to keep SFIMA events fresh and exciting for members.

SPONSORSHIP

Sponsorship Co-Chairs (2 spots) – A key role responsible for helping SFIMA generate revenue to fund educational and networking events. Serves as primary contact for sponsorship sales and develops packages and promotions that deliver value to Sponsors while generating revenue for SFIMA in accordance with our strategic plan. Negotiates and secures payments. Works with Marketing and/or external agency to generate leads and develop sales materials. Directs the Sponsorship Fulfillment Coordinators.

Sponsorship Support Roles

Ideal for a new volunteer or non-voting Board member who wants to learn the ropes while considering longer term commitment to the board. May be upgraded to a voting Chair position.

Sponsorship Fulfillment Coordinator (2 spots) – Ensures that we deliver on our commitments to sponsors by helping them shine at our events. Works with other committees as needed to secure appropriate logo placement, promotional presence, tables, signs, logoed décor, etc. in accordance with sponsorship agreements. Deals with Sponsors in a professional, polished manner to help ensure their satisfaction and likelihood to renew. Helps SFIMA find appropriate venues for regular meetings and special events in line with budgets. Negotiates agreements and arranges A/V and other setup as specified by Programming or event Chair.

Sponsorship Advisor (1 spot) – Works closely with Sponsorship Co-Chairs in helping SFIMA generate revenue to fund educational and networking events. Identifies new leads and potential sponsors. Helps with the sales process when needed.

MARKETING COMMITTEE

Marketing Co-Chairs (2 spots) – Collaborate with public relations, programming, membership and sponsorship to effectively promote the organization and its event to target audiences. Oversees the timely delivery of promotional copy, graphics, email blasts, website updates, social media posts, etc. by members of the Marketing Committee. Ensures efficient use of marketing resources.

Public Relations Chair (1 Spot) – Works closely with the Marketing Co-Chairs to sync SFIMA messaging. Issues press releases (with approval of the President) and calendar alerts for all events in local media and pitches stories that feature SFIMA officers and the association in a positive light both locally and nationally. Works with Marketing and/or external agency to develop and maintain the association press kit.

Website Co- Chair (2 Spots) – Manages the creation and maintenance of SFIMA websites and event microsites, including design, functionality, hosting and content updates. Posts monthly event information including location and speaker information, homepage banners, Featured Sponsor graphics and press releases. Sets up microsites for special events. Posts additional web content as needed.

Email & Survey Chair (1 Spot) – Responsible for the accuracy, routing for internal and external (speakers/sponsors) approval and sending of all SFIMA email communications. Also reports on the performance of email over time and by event. Develops, sends and analyzes data from post-event surveys to track member and sponsor satisfaction with SFIMA events.

Branding / Creative Director (1 Spot) – Caretaker of the overall look and feel of the organization's communications in print and online. Creates or secures resources for timely delivery of monthly website, email and social media graphics; event logos, signs, banners and promotional materials; and SFIMA media kits. Works with Marketing Chairs to provide timely feedback to any external agencies or designers.

Networking Connections / Venue Chair (1 Spot) – Identifies different venues for SFIMA's Networking / Connection events that connect marketing professionals and drives SFIMA brand exposure.

Content / Copy Chair (1 Spot) – Develops content / copy for all marketing channels: Facebook, LinkedIn, e-mail, Website, Blog and Twitter.

Marketing Committee Support Roles

Ideal for a new volunteer or non-voting Board member who wants to learn the ropes while considering longer term commitment to the Board. May be upgraded to a voting Chair position.

Social Media Director (1 Spot) – Works closely with the marketing co-chairs to develop and maintain SFIMA's social media strategy and presence on Facebook, LinkedIn, Twitter, Google+ and other emerging social networks as appropriate. Creates Facebook events, Tweets live at SFIMA events, works with PR and Marketing to write and schedule social posts, manages paid social advertising and reports results to the Board.

Metrics Analyst (1 Spot) – Committee Member who works through the Website Chair to oversee proper implementation of analytics on SFIMA's websites. Delivers a monthly report showing top traffic sources and provides recommendations for SEO, Marketing and Social Media to generate more website traffic.

Blog (Website Content) Coordinator (1 Spot) – Manages and writes for the SFIMA blog to provide regular posts including event previews, recaps, interactive marketing news, member spotlights and networking tips. Works with PR and Social Chair to distribute links to blogs on social media, in industry press and in SFIMA email newsletters.

SPECIAL EVENTS

Nautical Networking Co-Chair (2 spots) – A prime opportunity to develop project management and leadership skills by managing SFIMA’s signature event and largest source of revenue. The co-leaders of our annual upscale networking yacht cruise coordinate weekly meetings, recruit volunteers, work with sponsorship to set budgets and revenue targets, negotiate with yacht managers and entertainment vendors, work with Marketing to generate buzz and set the “run of show.” Past themes have included: Digital Luau, Ocean’s 11 (casino theme), Boarding Pass (travel theme), A Night under The Stars, Marketeritaville (Jimmy Buffet theme), Interactive Maarrketing (Pirate theme), Rock the Boat (rock & roll theme), Unmask Your Potential (Phantom of the Opera theme), White Hot on the Yacht (white party), All Hands on Deck. This rewarding role often leads to advancement on the SFIMA Board.

Nautical Networking Volunteer (5+ spots) - Assists co-chairs with a variety of duties in preparation of the Nautical Networking event.

Holiday Event Co-Chair (2 spots) – Responsible for organizing the holiday party and creating a fun atmosphere for networking and celebrating, typically with a charitable component added to help SFIMA give back to the community. Find and negotiate venue, menu and entertainment. Work with Sponsorship to develop pricing and deliver event within board-approved budget.

Holiday Event Volunteer (5+ spots) - Assists co-chairs with a variety of duties in preparation of the Holiday Party.

ADVISORS

Legal Counsel – Assists with the filing or updating of articles of incorporation, bylaws and non-profit association status (501C6 status). Advises on legal matters relating to events, sponsor agreements, promotions and other SFIMA activities as needed.

Venue Liaison -- Helps SFIMA find appropriate venues for regular meetings and special events in line with budgets. Negotiates agreements and arranges A/V and other setup as specified by Programming or event Chair.

Executive Committee – The executive committee is a subgroup of the board of directors. This team of advisors consists of Past Presidents, the current President and the Vice Chair(s). The committee is empowered to make urgent decisions in situations where the organization cannot wait for a full Board meeting or vote.

APPLICATION FORM

Board Member Application
January 2020 – December 2020

YOUR CONTACT INFORMATION

Name:	
Company Name:	
Title:	
Primary Email (where you would prefer to receive SFIMA communication):	
Secondary Email:	
Do you have a Yahoo account?	
Do you have a Google Docs or Gmail account?	
Preferred Phone:	
Cell Phone:	
Mailing Address (preferred home or office):	
home	
Facebook profile:	
Twitter Handle:	
LinkedIn Profile URL:	
May we use your LinkedIn profile photo on the sfima.com Board Member page?	

Are you (or your company) currently a member in good standing with an active, paid SFIMA membership?
What level of membership do you have (Individual, 3-seat, 5-seat)?

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APPLICATION FORM

POSITION(S) DESIRED

Indicate position(s) for which you have interest and any you have held (at SFIMA) by checking the box in the appropriate column. Please also indicate your desire to be **Voting** (strongly encouraged – you can be converted to non-voting later if circumstances change) or **Non-Voting** (you want to contribute regularly, but know you will be unable to attend at least 5 of 7 board meetings in person or by phone).

The President may elect to add or remove positions as needed and depending upon the applications received.

Please be sure to read the job descriptions in this document before applying.

SFIMA Board Positions	Position Currently or Previously Held	Position(s) Desired	I would like to be a VOTING member	I would like to be a NON-VOTING member
OFFICERS				
1st Vice Chair				
2 nd or Co-Vice Chair				
Secretary				
Treasurer				
PROGRAMMING COMMITTEE <i>Secures industry-leading, inspiring speakers for SFIMA's educational events.</i>				
Programming Co-Chair				
Programming Committee Member				
Executive Programming Series Chair				
SPONSORSHIP COMMITTEE <i>Generates operating revenue for SFIMA and makes sponsors happy!</i>				
Sponsorship Co-Chair				
Sponsorship Fulfillment Coordinator				
Sponsorship Advisor				
MEMBERSHIP COMMITTEE <i>Drives membership sales, provides member customer service and manages event registration.</i>				
Membership Co-Chair				
Member Retention Specialist				

APPLICATION FORM

SFIMA Board Positions	Position Currently or Previously Held	Position(s) Desired	I would like to be a VOTING member	I would like to be a NON-VOTING member
Corporate Member Relations				
Registration Support				
MARKETING COMMITTEE	<i>Manages email, websites and social media to promote SFIMA. Surveys members to track satisfaction levels.</i>			
Marketing Co-Chair				
Email & Survey Chair				
Public Relations Chair				
Website Co-Chair				
Branding / Creative Director				
Networking Connections / Venue Chair				
Content / Copy Chair				
Social Media Director				
Metrics Analyst				
Blog (Website Content) Coordinator				
MAJOR EVENTS CHAIRS	<i>Creative, detail-oriented project managers deliver SFIMA's trademark events.</i>			
Nautical Networking Cruise Co-Chair				
Holiday Event Co-Chair				
Summit Co-Chair				
Nautical Networking Volunteer				
Holiday Event Volunteer				
AT-LARGE CHAIRS & ADVISORS	<i>Assist the President as needed and available to assist other board members.</i>			
Legal Advisor				
Venue Liaison				

APPLICATION FORM

SFMIA Board Positions	Position Currently or Previously Held	Position(s) Desired	I would like to be a VOTING member	I would like to be a NON- VOTING member
Other Position Not Listed Above (Describe in the box below)				

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APPLICATION FORM

ABOUT YOU

Why you are interested in joining the SFIMA Board?
What do you know about SFIMA, its history or its major events?
We aim to make Board membership mutually beneficial. What would you like to gain from your involvement?
If you are currently a Board member, please summarize your contributions during the past year and why you should be re-elected to the Board. If you have served on another board, tell us how that experience would benefit SFIMA.
Please list other boards or organizations in which you are involved.
Please list any fun facts about you that you want to share.
SFIMA adopted new Core Values in 2013. They are: <ol style="list-style-type: none">1. Expertise2. Educational Excellence3. Professional Growth4. Innovation5. Top-Notch Networking6. Skilled Execution7. Showing Appreciation How would you help us embrace and demonstrate one or more of these values?

Please check to agree and sign your application below:

Yes, I have read and understand the description of the SFIMA role for which I am applying.

Yes, I have read and understand the qualifications and requirements.

APPLICATION FORM

Yes, I love interactive marketing and want to help elevate SFIMA's profile in the South Florida business community!

Type or Sign Your Name

Date

Thank you!