

The Role of the Board

Provide overall governance to:

- Ensure that the Association is managed and operated according to its mandate
- Ensure the Association meets its agreed objectives and goals
- Ensure that the Association is financially sound
- Safeguard members' rights and interests
- Address key issues relating to ethics, standards and education
- Ensure members are engaged via community outreach programs

Specifically, the Board

- a. Has the authority to act on behalf of the Association
- b. Has the right to enforce policies on all members of the association in accordance with the Charter
- c. Has the final decision for accepting or rejecting applications for membership and can grant exceptions
- d. May, at its discretion, invite other members to attend Board meetings as observers
- e. May appoint ad hoc task force / panels and invite any member of the Association to assist the Board or serve on a Committee

Election of the Board

- The Board shall be elected by the members
- The election will take place prior to the Annual General Meeting
- All nominations must be received in writing by the specified deadline
- Every nomination shall be supported by one voting members
- The list of nominations will be circulated to members not less than two weeks prior to the Annual General Meeting
- Election will be by a simple majority of the members eligible to vote
- If a member of the Board is unable to serve the full term, the position will be re-opened and we will ask the member company's CEO to nominate the right candidate to be replaced.
- To ensure an even workload, candidates are expected to attend at least 75% of Board meetings and/or deliver 75% of their agreed tasks. Any officer who fails to turn up for two consecutive meetings, or is unable to deliver on their agreed goals without a compelling reason will be asked to step down by the General Manager or Chair
- To ensure even representation on the Board, a minimum of one candidate from agency, corporate and academia will be selected for Board roles.
- The Chair-elect acts as the Vice Chair.

Board operations

- a. The Chair shall preside over meetings of the Association and the Board.
- b. The Chair shall see the Articles of the Association are observed as per the FZ LLC as well as the Association's Charter.
- c. The Treasurer shall have oversight for the finances of the Association and present a statement of finances at the AGM and at such times as requested by the Chair.
- d. The Vice Chair shall, in the absence of the chair, chair the Board meetings.
- e. Remuneration – Officers shall receive no direct or indirect remuneration for their services.
- f. The operations and administration of the Association's affairs shall be the responsibility of the General Manager

Positions and required skills / experience

Chair

Role: Sets the agenda and frequency for Board meetings and ensures the meetings are managed to time and deliver on set tasks; represents ABG in a public capacity; provides support and counsel to staff on strategic and policy issues as well as operational; provides input and support for the Officers; establishes ad hoc committees as required to address specific issues (remuneration, symposium, awards etc).

- Personally committed to advancing ABG as the region's Advertising Business Group for ASA.
- Should be a natural leader with extensive business experience
- Recognized for services to the Advertising industry within the Middle East
- Passionate about advancing and developing the role of Advertising in the Middle East
- High degree of communication skills with proven capability for public speaking
- Diplomatically aware and experienced in regional culture
- Have a clear understanding of Advertising stakeholders and their expectations
- Able to assess the Association's short and medium term risks and opportunities
- Adaptable and personable with high degree of empathy and listening skills
- Has confidence and capability to drive, question, motivate and organize volunteers and staff
- Ability to analyze and communicate complex issues succinctly and persuasively
- Excellent relationship builder and comfortable with interaction at all levels
- Be a practicing senior Advertising officer (at least ten years) and in the region for more than five years
- ABG committee experience and a ABG member for at least 12 months

Time commitment – at least 10 hours a month

Vice Chair

Role: to act as Chair in their absence; lead a committee or project as directed by the Chair; provide support and counsel to the Chair, Officers and staff as required.

- Personally committed to advancing ABG as the region's Advertising Business Group and recognized for their services to the profession within the Middle East
- Strong business and leadership experience
- Passionate about advancing and developing the role of ABG in the Middle East
- High degree of communication skills with a proven capability for public speaking
- Diplomatically aware and experienced in regional culture

- Clear understanding of all ABG stakeholders' expectations
- Adaptable and personable with high degree of empathy and listening skills
- An excellent relationship builder and comfortable with interaction at all levels
- Practicing as a senior officer (at least 10 years) and in the region for more than five years
- ABG committee experience and a ABG member for at least 12 months

Time commitment – at least 5-10 hours a month

Treasurer

- Preferably an accountant by training, the Treasurer needs to have a strong grasp of financial reports and statements
- Experience with a non-profit organization is desirable
- Comfortable with interaction at all levels
- Good presenter

Time commitment – at least 2-3 hours a month

Committee Officers

1. Registered ABG Group
2. Knowledge & Development Officer
3. Membership Development Officer
4. Legal Officer
5. Communication Officer

Officers should be:

- Passionate about the ASA, its development and advancement in the region
- Results oriented – membership engagement is key to ABG's success as a professional association
- Proven communication skills and cultural awareness
- Strong leaders – you will need to motivate and organize other volunteers
- Personal interest in mentoring younger colleagues
- An excellent relationship builder and comfortable with interaction at all levels
- Be of good standing and reputation
- Practicing as a senior ABG officer (at least 10 years) and in the region for at least three-four years

Time commitment – at least 15-20 hours a month

The role of the Officer

Working with the Chair, General Manager and committee team, the Officer supports and helps implement the annual plan, using contacts, expertise and energies to ensure that projects, tasks and responsibilities are carried out to the best of their ability.

The Officer plays a critical role for ABG providing a bridge between the Board and the membership. In order to achieve targets, Officers need to engage with a broad range of members, and provide leadership and mentoring resources. The Officer needs to ensure that members across the UAE and countries where ABG for ASA are established have equal opportunity to enjoy events and benefits.

In addition, each Officer should see themselves as a key contributor to the growth and development of ABG, whether attending ABG events, representing ABG to third parties, developing thought leadership pieces or taking an active role in both partner and 3rd party events.

An Officer has committed to provide time, expertise and resources as called upon by the Chair or board member.

Registered ABG - The Officer represents the interests of the registered agency group at Board level, spearheads events targeted at Advertising representatives and helps build a sustained outreach to member and nonmember agencies. The Officer must understand the expectations of the agency members, ensure they are addressed and at the same time help identify opportunities for revenue generation to ensure ABG maintains its financial footing.

Specific tasks / KPIs - as a minimum:

- Conduct an annual sentiment survey – outlook and operational / business
- Support in organizing ABG members-only event throughout the year and identify potential discussion topics, guest speakers etc...
- Co-ordinate ABG events.

Knowledge & Development Officer (training courses, workshops, mentoring program, academia etc...) – The Officer represents a broad range of stakeholders with a common goal of improving and advancing the levels of education, training and professional development in the region through either 3rd party trainers or board members or members of the committees.

Specific tasks/ KPIs

- Provide input / ideas for training programs
- Support in identifying & contacting potential trainers/guest speakers when relevant
- Research & develop a schedule of training for ABG to offer to members and non-members
- Attend workshops, events & conferences and make presentations as & when necessary
- Launch & manage mentoring program & support in recruiting potential mentors

Membership Development Officer – The Officer represents the individual members at Board level and leads initiatives that impact their benefits, service levels and complaints. The Officer is responsible for ensuring ABG engages with all sub groups, both members and other stakeholders.

Specific tasks / KPIs

- Increase memberships of individuals, agencies & corporate members
- Leverage resources to help build corporate Advertising database
- Support ABG, Business Development Executive, recruit new members by providing guidance, contacts etc...
- Assist and support individual member complaints & issues
- Support in increasing the number of individual members in the Region (inc. Qatar & KSA Chapter) by identifying membership drive opportunities/activities

Communication Officer – The Officer is responsible for promoting ABG as an organization and its activities to the relevant stakeholders including members, government entities and media outlets.

Specific tasks / KPIs

- To be the driver in substantially raising the visibility and recognition of ABG as an association.
- Responsible for all of ABG communications with the local/regional media - business, trade, news across print, broadcast and online
- Support the organization in populating relevant on & offline content
- Specifically ensure regular interaction with relevant industry focused media outlet in the Region (Campaign, Communicate, Gulf Marketing Review, TV and print.)
- Ensure ABG is promoted as an industry expert and thus generate opportunities for its representatives to comment on topical issues
- Maximize coverage of ABG's annual Awards & events organized by each committee Chair
- Ensure media presence during main ABG events.
- Identify potential collaboration with relevant 3rd parties.

Legal Officer – the Officer is responsible for ensuring the Board is carrying on the ABG agenda in compliance with the ABG Articles of Association and applicable laws and regulations. Moreover, he/she is expected to:

- support the Board and its Committees with the development of the various codes of best practices which may be adopted by the ABG from time to time.
- negotiate, draft and/or review all contracts to be entered into by ABG.
- draft and/or review all official communications and notices issued by the Board or the ABG leadership or its Secretariat.
- support the ABG Secretariat in its coordination with Dubai Chamber or any other governmental authority.
- coordinates the relationship with external counsel which may be retained by the ABG from time to time.
- support the Board and the ABG Disputes Committee in the discharge of its responsibilities under the Articles of Association.
- actively support her/his fellow Board members with carrying out the various objectives of their agenda where requested, including the various ABG Committees (such as the Privacy Committee).