



Center of Excellence (COE) President Marketing and Communications

Contribute as thought leader to global COE, integrates COE global strategies and priorities to the regional planning, and manages COE committees to provide COE expertise and/or offerings to region. Ensure alignment of plans across Chapter Presidents and other COE's.

Position Overview

- Highly visible, senior leadership role offering significant exposure and networking opportunities in the local geography and across the global HBA organization.
- Direct reporting relationship to the HBA Operating Board COE area leader and dot-line reporting to Regional Chair.
- Responsible for specific, functionally relevant planning and activities provided in section D below.

Key Responsibilities

- Work in collaboration with the Regional Council Chair and Council members to advance the mission of the HBA in the geography including HBA brand awareness, member engagement and company/business participation.
- Defines and aligns COE priorities and plans with regional goals and objectives
- Champions key regional growth initiatives
- Ensure good working relationships between her/his COE committees the broader regional leadership and volunteer population

As regional COE leader

- Oversees creation of strategic and annual plan for designated COE area
- Chairs COE board meetings; ensures efficient and effective COE operations
- Creates and manage annual COE Budget; responsible for annual COE P&L
- Manages Regional Committee Directors; attends to succession planning for self and Directors; recommends candidates for leadership positions in COE to Regional Council Nominating Committee
- Works with regional teams and HBA Staff to ensure effective on-boarding and training of CEO volunteers.
- Mentors, coaches and supports Directors in their leadership roles and professional development.
- COE's are not directly involved in Affiliate stage, but as Affiliates are promoted to Chapter, COE leaders are responsible to ensure effective transition of new Chapters into Regional Operating Model.

As broader <COE functional> expert

- Sits on Global Council of COE presidents
- Participates in defining/setting global COE strategy and priorities
- Facilitates the collection and sharing of new/innovative approaches and ideas; provides as input for Global Council consideration

Key Responsibilities

- Annual COE business and financial plans
- Monthly COE board reports

- Recommendations for Regional Leaders and COE Directors to Regional Council Nominating Committee

Critical Skills

- Organizational leadership
- Strategic and tactical planning
- Functional expertise
- Decision making, prioritization
- Collaboration
- Communication and presentation skills
- Financial management

Value Adding Leadership skills

- Innovation / Creativity
- Problem solving
- Conflict management
- Change management
- Decision making
- Composure
- Team building

COE Presidents – area-specific responsibilities

Marketing and Communications COE President

Responsible for alignment and compliance with HBA brand and marketing strategy across the region, traditional and social media; and ensures chapter and regional committees have appropriate training, tools and support for communication and marketing activities.

- Responsible regional marketing, PR, media budget.
- Manages Regional Directors responsible for regional communications, regional marketing campaigns and regional event marketing.
- Overarching responsibility for Operational Excellence in chapters for member communicators and event promotion.
- Oversees media relations strategy across region if/as needed
- Ensures region-wide understanding, access to and compliance with HBA's brand book, marketing strategy, policies and procedures.
- Responsible for maintaining the master calendar of communication, marketing and promotional activities in the region.
- Provides graphic design and copywriting support to committees if/as needed.
- Works across regional council to ensure understanding and alignment HBA's marketing strategy, positioning, messaging, plans, priorities.
- Ensures the regional perspective is well represented on the Global Marketing and Strategic Communications councils.