



Help Lead the International Social Marketing Association: Nominate Yourself or Another Member to the Board of Directors

Dear Member:

Nominations are now open for the annual election for the International Social Marketing Association's (iSMA) Board of Directors. You can nominate one of your fellow social marketers or self-nominate, and elections for the new class will be held in August. Join us as we move the profession of social marketing forward.

Who is Eligible?

All iSMA members and members of regional social marketing associations – Africa Social Marketing Association, Australian Association of Social Marketing, European Social Marketing Association, Latin America Social Marketing Association, and Social Marketing Association of North America – are eligible to serve on the iSMA board. As iSMA is an alliance of regional social marketing associations, we are eager to ensure representation on the Board from all regions throughout the world.

What are the Benefits of Being a Board Member?

By being a member of the iSMA Board, you will have an opportunity to network with leading social marketers around the world, guide and shape how we move forward as an alliance of regional social marketing associations and provide direction to enhance our current and new member services. Some of these services include our always-popular webinar series, our newly updated website, professional meetings and conferences, and other initiatives that advance the field of social marketing. Board service can be an impressive credential to add to your professional career.

What are the Responsibilities of a Board Member?

The iSMA Board is a volunteer, working Board. Being a Board member involves helping with our workgroups and committees to advance iSMA initiatives and participating in at least 6 Board meetings (one every other month) and our Annual General Meeting each year. These meetings are typically held via conference call/webinar unless an opportunity such as a conference provides an opportunity to meet in person.

Board members serve for up to three years, can stand for re-election for a second three-year term, and can stand for election to the Board's executive committee, including the president, vice president, secretary, and treasurer. Elections for all positions on the Executive Committee are held annually, following the general board membership election. Board members can also lead one of iSMA's committees, including communications, membership, professional development, volunteers, or another special initiative. We

especially welcome nominees who are interested in putting themselves forward for an executive committee or committee chair position on the Board.

What is the Nomination and Election Process?

We are looking to fill four positions on the Board through the 2020 election. Key dates and details for the nomination and election process are:

- The call for nominations closes August 7, 2020.
- Nominations must be submitted to Jennifer Wayman, iSMA Board Secretary at jwayman@hagersharp.com.
- Members may nominate themselves or another member (with that member's consent).
- Current board members who have only served one three-year term are eligible for nomination for a second three-year term.
- Nominations must consist of the following materials for placement on iSMA website (isocialmarketing.org):
 - Statement of interest: A brief statement, no more than 150 words, that describes your personal interest in serving as a Board member or (if nominating a fellow member, a statement that explains what you believe your nominee will bring to the board, plus affirmation that the nominee is interested in joining the Board). In the statement of interest, please indicate interest in and willingness to serve in one of the key open leadership roles on the Board – Membership Chair or Volunteer Chair.
 - The nominee's CV or resume.
 - A current headshot (photo) of the nominee.
- Members will be able to review nominations and vote for Board members online at isocialmarketing.org in August 2019.
- New Board members will be announced in early Fall, and will be invited to join the following Board meeting

We hope you will join consider nominating yourself or a fellow member to serve on our Board. Please feel free to reach out to any member of our [current Board](#) if you have any questions or would like to hear more about serving as a Board member.

Thanks for your consideration and your continued involvement in iSMA!