



## **ROLE PROFILE FOR PROMOTER AND PROMOTIONAL NA BUDDY**

### **Overview of Role**

The Promoter role contributes to CISV's Mission and Vision by helping to build stronger CISV communities. Promoters mentor and coach developing CISV National and Promotional Associations towards having a self sustaining and successful CISV Chapter.

A Promoter takes responsibility for supporting and mentoring a Promotional Association (or a National Association). The goal of the relationship is to help make the Association and their Chapter(s) strong, successful, and self sustaining. In the case of a Promotional Association, the Promoter also works to help them become a full Member of CISV International. The Promoter recommends and justifies necessary changes to the Membership category of the developing Association to the Chapter Development Regional Coordinators and the Chapter Development Committee.

The Promoter is a member of the respective Chapter Development Regional Delivery Team. They are accountable to the Chapter Development Regional Coordinators and for knowing and acting on the expectations of CISV International. The Promoter is not accountable for the final success or failure of the developing Association, though helping an Promotional Association/National Association to develop into a self sustaining, active and contributing member of CISV is the main goal of their work.

Being a Promoter is a regular and fairly consistent role throughout the years. Besides following and responding to emails, the Promoter should expect to have a monthly virtual meeting with the developing Association to discuss the success of past events and guide them on future actions. The Promoter may be authorized to make an annual Promotional Visit of 2 to 4 days, depending on the needs and costs of the visit. Further, if possible, the Promoter is encouraged to visit participants from the developing Association in programmes or trainings held in or nearby their home Chapter, particularly when there is a Promotional NA Buddy arrangement in place.

### **Key Responsibilities and Tasks**

#### **Assess Needs and Plan**

The key responsibility of the Promoter is to help make the developing Association strong, successful, and well integrated into the CISV community at all levels. The Promoter will determine the needs of the developing Association to provide the resources to match these needs and create plans for development toward full Membership of CISV. The ultimate goal is for the developing Association to be able to operate without the help of a Promoter.

#### **Mentor and Coach**

The Promoter is both a 'thought partner' and 'trusted advisor' to a developing Association, and needs to gain the trust of the Board and the Junior Branch of the developing Association. The Promoter suggests best practices to overcome challenges, using their experience and problem solving skills, and will be available to discuss challenges when needed.

## **Reporting**

The Promoter will report regularly to the Chapter Development Regional Coordinators. They will provide an update on the progress the developing Association is making and what further support they need. Following any Promotional Visit, the Promoter will submit an official Visit Report to the Chapter Development Regional Coordinators within one month of the visit.

## **Other Key Tasks:**

- Regular communication, ideally on a monthly basis, with the Board of the developing Association. This is an opportunity to follow up on agreed actions from previous months; evaluate progress and offer support; outline and discuss future tasks and actions. The Promoter is expected to be proactive in communication instead of only responding to requests from the developing Association.
- Support and work alongside the developing Association to move them in the direction towards full National Association status.
- Apply knowledge and understanding of the CISV calendar, deadlines, processes etc. and make sure the developing Association learns to follow these.
- Gain an understanding of the culture of the country in which the developing Association is located and how this affects their work and relationship with the Promoter.
- Encourage participation of the developing Association in Regional Training Forums and Regional Meetings, as well as Global Conferences and Junior Branch Meetings.

A Promoter will have a wide knowledge of the CISV programmes and the structure of CISV. A Promoter is required to attend Promoter Training, where major tasks are broken down, and responsibilities and expectations are explained in more detail.

The Promoter is also expected to ensure there is a proper handover when a new Promoter is assigned to take over their role with a developing Association.

## **Working Relationships**

### **Developing Association, Junior Branch**

The Promoter will establish and maintain a relationship with key people involved in the developing Association. They will work closely with the Board and Junior Branch of the developing Association, and the Junior Branch Neighbourhood in the region, to make sure that integration happens on all levels and agreed upon development plans are carried out.

### **Chapter Development Regional Delivery Team, Regional Coordinators**

The Promoter is a member of their region's Chapter Development Regional Delivery Team and reports to the Chapter Development Regional Coordinators. The Chapter Development Regional Coordinators expect regular reports from the Promoter, showing the development and growth of the developing Association. Based on this information, the Regional Coordinators are able to provide the most appropriate support for the Promoter and the developing Association. The Regional Coordinator and Promoter need to establish a good working relationship based on regular two way communication. For certain tasks and actions, the help of other Regional Coordinators, especially Educational Programmes, or from other Committee may be required.

### **Promoter Team**

Each region will have a group of Promoters which form a Team, managed by the Chapter Development Regional Coordinators. Promoters within the Team can exchange successes, and share resources and best practices to support the development of all the developing Associations within the region.

## **Home Chapter, Home National Association**

The Promoter should remain well connected with their home Chapter and National Association, who can provide support with any missing information regarding programmes, policies and best practices. It can be helpful and quicker to gather this information locally rather than asking these questions of regional or international officials.

## **Communications Team**

Raising the profile of CISV and engaging volunteers are key challenges that many developing Associations face. Therefore, the Promoter should work closely with the Communications Team when supporting the developing Association in these areas. This will also ensure branding guidelines are met and the most up to date materials are used.

## **Global CISV Community**

The Promoter also acts as the advocate of the developing Association within the CISV community. The Promoter should support and facilitate connections between Associations and communicate their success stories in the global CISV community. The more they are visible, the easier they get connected themselves.

## **Key Competencies**

Attitude:

- Interested in doing the job, committed
- Open to new cultures and cultural sensitivity
- Supportive, patient, not easily disappointed, optimistic
- Proactive and available
- Understands that being a Promoter is about being in a partnership, not taking over or focusing on certain ways of doing things

Skills:

- Ability to motivate, coach and mentor
- Ability to communicate with globally dispersed groups
- Ability to network with CISV International, the International Office, and the Regional Teams
- Ability to plan, coordinate and organize
- Ability to see the big picture and understand CISV in the global context

Knowledge of:

- All CISV programmes
- Policies and procedures of CISV International
- Structure of CISV, at the local, national and international levels
- Developing and running a successful Chapter
- Fundraising opportunities

Experience in:

- Running a successful Chapter
- Short term and medium term planning
- Evaluating success of annual plans and Board activities

## **Other Forms of Promoting**

### **Promotional NA Buddy**

A Promotional NA Buddy has the same objectives as a Promoter, but is a group of people (usually within one National Association or Chapter) that provides support and mentoring to a developing Association. In some cases, the Promotional NA Buddy may also choose to provide financial assistance but this is not essential. The exact nature of the relationship between the developing Association and the Promotional NA Buddy depends on the specifics of the situation. Therefore, this will be agreed on by the developing Association, Promotional NA Buddy and the Chapter Development Regional Coordinators at the start of the relationship. The contact person in the Promotional NA Buddy team is a member of their region's Chapter Development Regional Delivery Team. This means they, like the Promoters, are accountable to the Chapter Development Regional Coordinators and their working relationship is as outlined above under the heading 'Working Relationships'.

In practice, the Promotional NA Buddy relationship is often between one National Association and one Promotional Association. CISV International supports this Promotional NA Buddy relationship by giving preference to invitations for the Promotional Association to programmes hosted in the Promotional Buddy National Association. The Promotional NA Buddy can suggest additional actions to support the growth of the developing Association as long as they are in-line with CISV International regulations, and agreed with by the Chapter Development Regional Coordinators.

Note: The term Buddy in this Promotional NA Buddy system is something different from the Host Buddy role introduced in the Programme Guides. However, a Promotional NA Buddy might choose to act as a Host Buddy when a developing Association is hosting its first programmes.

### **Chapter Development and Promotion within one National Association**

National Associations with multiple Chapters might want to consider using and adapting this role profile for a similar role to support developing or struggling Chapters within their own National Association. The National Board would then act in a similar role to the Regional Coordinators in relation to the Promoter.