



AMA Board Elections 2018 Information for Prospective Candidates

1. The AMA board and membership need you

It's AMA board election time - please join us.

Being an AMA board member can sometimes be hard work, but it's always thought-provoking and rewarding.

We're a small company, with big ambitions. The AMA supports the cultural sector to reach even more audiences. We do this with our community of members, influencing organisational change and inspiring individual development.

Over the last few years the AMA has launched a number of initiatives designed to empower the sector to drive real change to benefit organisations and their audiences e.g. [Audience Diversity Academy](#), [Digital Lab](#), [Shared Ambition](#), [Small-Scale Development Programme](#), [Future Proof Museums](#).

We are looking for Board Members who want to help shape the AMA and ensure we drive change throughout the sector. Skills/knowledge areas that we are looking for are finance, fundraising and leadership. But don't let this put you off, sometimes you don't know what you need until it's presented to you.

We are committed to our [360 Diversity Strategy](#). We are keen to hear from people who can help us to achieve the ambitions laid out in this strategy. We are also particularly keen to hear from members who are in the first 7 years of their career in the cultural sector.

If you would like to have an informal chat to someone about this opportunity then please contact Cath Hume (AMA's CEO) at the AMA office on 01223 578078 or cath@a-m-a.co.uk. Alternatively, you could contact any of the current board members. Details of the current board members (as at October 2018) are included below.

2. What is the role of a board member?

Board members have certain legal and financial responsibilities under company law.

Although most duties are delegated to the management team there are three fundamental duties for board members:

1. To account for the association's finances and to monitor and approve financial planning, and ensure that the association adheres to company law.
2. To give direction to the association's management team, monitor their performance and provide support and motivation.
3. To ensure that the membership continues to receive appropriate benefit from the association.

Most of the AMA's activities are delivered by the management team. However, the AMA's board is an active board, lending support to the staff and, as required, helping to drive particular issues forward.

Most importantly though, board members should be enthusiastic about the AMA and about promoting its objectives, and they should be able to make a commitment to actively support its work and development.

3. What sort of time commitment is needed?

We hold four meetings a year – in December, March, June and September. The March meeting coincides with the board and staff retreat and therefore takes place in Cambridge (near the AMA office). This is usually a two-day meeting with a joint staff and board workshop and accommodation is provided. The other meetings usually last around four - five hours (to include lunch) and take place in a location suitable for the board (currently mostly London). The five meeting dates for the next year are as follows:

- | | |
|------------------------------|-------------|
| – Wednesday 12 December 2018 | – London |
| – 26+27 March 2019 | – Cambridge |
| – 4 June 2019 | – London |
| – 26 September 2019 | – London |
| – 12 December 2019 | – London |

Board members should aim to attend all board meetings. The AMA board have agreed the following working practice which any new board member would need to be able to commit to:

Board membership requires full attendance at the board retreat, all board meetings and the annual conference. If a board member misses more than two days of such meetings, within any 12-month period, they could be required to step down.

[NB "Full attendance" means being there for the whole required duration. On the basis that the agenda is always set out in advance so adequate time can be allocated to discussion of each point]

In addition to the board meetings, you may be invited to join a board sub-group (such as the conference programming group). Sub-group meetings usually take place by Google Hangout and there are usually no more than three calls a year depending on the group. Other members with specific contacts, knowledge or skills are brought onto these groups to assist board members.

Board members are also encouraged to attend as many AMA events as possible, particularly in their own nation or region. It is expected that board members book and attend the AGM (Digital Marketing Day) and the annual AMA Conference in July.

4. Does the AMA pay expenses?

The Memorandum and Articles of Association allow for board members to be paid all reasonable out-of-pocket (i.e. travel) expenses for board meetings (but not for conferences or events).

Board members receive a free conference delegate place in exchange for acting as hosts throughout the event. A board member would usually be 'on duty' for a third of the event and free to network and take part as a delegate in the two thirds of the event.

5. I can't wait! What do I need to do?

All you need to do is fill in a nomination form and get it to the AMA office by **10am, Tuesday 30 October 2018**.

You will need the names of a proposer and a seconder, both of whom must be fully paid up AMA members. Naturally you need to be a paid up member too.

You will be asked to:

- Provide some basic details about you and your organisation;
- Write an approx. 200-word 'manifesto' - this will include a short biography and an outline of your skills, experiences and expertise that will be of benefit to the development of the AMA and its membership (see attached nomination form);
- Write approx. 100 words on 'Why is the AMA important?' (see attached nomination form);
- Provide a high-resolution picture of yourself and fill the authorisation form (see attached nomination form).

Please note, you can e-mail your form to Christopher Beck, (christopher@a-m-a.co.uk), Please make sure that your proposer and seconder email Christopher individually to confirm that they are happy to propose you. These also need to be received by 10am, Tuesday 30 October 2018 for your nomination to count.

6. Then what happens?

- Your nomination details will be collated with those of the other candidates, uploaded onto our website and sent to all paid up AMA members via email on 5 November .
- Members will have up to 29 November, 10am, to vote via our secured system online, or via post.
- You will be informed of your result (good news or bad) within a couple of days and before details are released to the membership.
- If you are elected, your first board meeting is Wednesday 12 December 2018 in London.
- New board members will be sent a board induction pack and will be invited to meet with (or have an extended phone conversation with) Cath Hume (CEO) prior to this meeting to help familiarise themselves with current board discussions.
- If you are elected you will also be invited to attend the London [Digital Marketing Day](#) (including AGM) when the election results are declared at the AGM. This will take place on Wednesday 5 December, at The British Museum.

7. Summary of the current Board members

Jane Cordell	Director of Result CIC
Rishi Coupland	Head of Data Intelligence, The National Theatre
Abby Corfan	Director of Marketing & Digital for the City of Birmingham Symphony Orchestra
Jane Donald	Director of External Relations, Royal Scottish National Orchestra (VICE CHAIR)
Kathryn Havelock	Deputy Head of Marketing, V&A.
Ben Jeffries	Director of Communications and Customer Services, Royal Lyceum Theatre, Edinburgh
Mel Larson	Principal Consultant at Mel Larsen & Associates.
Sarah Ogle	Marketing and Communications Director, Liverpool Everyman and Playhouse Theatres
Tim Wood	Programme Director / Deputy Chief Executive, Rambert (CHAIR)