



AMA Board Elections 2020 Information for Prospective Candidates

1. The AMA board needs 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 aims to empower members to become the best that they can be, helping them to raise more income and to reach and engage more people, more often.

Over the last few years the AMA has launched 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](#) and [Grow Through Disruption](#).

We are committed to being an inclusive organisation and we are particularly keen to hear from people who can help us achieve this.

If you would like to have an informal chat to someone about this opportunity, then please don't hesitate to contact Cath Hume (AMA's CEO) at 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 2020) are included below.

"I've learnt so much from my tenure on the board, and I think overall it's been refreshing to see how an organisation can be run well, and with the right values. I will really miss the level of debate and creativity in our meetings."

- Recent Board Member

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 senior 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 senior 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 senior management team. However, the AMA's board is an active board, lending support to the staff and, as required, helping to drive 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 is usually a two-day meeting with a joint staff and board workshop, with accommodation provided. The other meetings usually last around four hours (to include lunch) and take place in a location suitable for the board (currently mostly London).

Since the coronavirus pandemic, board meetings have taken place entirely online and this may be the case in 2021. Our priority is to hold the meetings in person, but we will only do this if it is safe and legal to do so and the board are in agreement on conducting meetings in this fashion.

The next Board meeting is on **Tuesday 8 December** and will take place online via Zoom.

The meeting dates in 2021 are still being finalised and will be confirmed as soon as possible.

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 finance group). Sub-group meetings usually take place by Zoom 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 (taking place online during the Arts Marketing Festival in December 2020) 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. Sounds good. What do I need to do?

All you need to do is fill in a nomination form and send it to Jack Hayes, Administration and Projects Officer at jack@a-m-a.co.uk by **10am, Tuesday 20th October**.

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.

Please make sure that your proposer and seconder email Jack individually to confirm that they are happy to propose/second you. These also need to be received by 10am, Tuesday 20th October for your nomination to count.

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).

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 26 October.
- Members will have up to 20 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 the details are released to the membership on Friday 4 December.
- If you are elected, your first board meeting is Tuesday 8 December (online via Zoom).
- 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 expected to attend the [Arts Marketing Festival](#) (including AGM) when the election results are declared at the AGM. This will take place over 1-2 December 2020 (all held online).

7. Summary of the current Board members

Jane Cordell	Director of Result CIC
Abby Corfan	Director of Marketing, Donmar Warehouse
Jane Donald	Director of External Relations, Royal Scottish National Orchestra (VICE CHAIR)
Kathryn Havelock	Head of Communications, The Wallace Collection
Ben Jeffries	Director of Communications and Customer Services, Royal Lyceum Theatre, Edinburgh
Mel Larsen	Principal Consultant, Mel Larsen & Associates.
Sandra Reynolds	Communications Manager, Heart n Soul
Tim Wood	Programme Director / Deputy Chief Executive, Rambert (CHAIR)
Alia Raffia Ullah	Marketing Officer, Manchester Museum