



Chartered  
Institute  
of Credit  
Management

## REGIONAL REPRESENTATIVE – THE POWER TO MAKE A DIFFERENCE

Regional Representatives are an essential part of the CICM. They bring valuable expertise, knowledge, ideas, opinions and passion to help formulate strategy and direction, particularly within their specialisms and regions. Regional Representatives sit on the Institute's Advisory Council, comprising up to 23 members in total, 11 of which cover these regional roles.

In addition to regular contact with the Branch(es) within the regions, Regional Representatives attend Advisory Council meetings and join Regional and Branch interactive sessions (the dates of which will be provided in due course).

To become a Regional Representative, candidates must be fully paid up members (MCICM or FCICM) and attached to a Branch which falls within the region to be represented (please contact [governance@cicm.com](mailto:governance@cicm.com) with any questions). We are currently seeking candidates for the following regions:

- **East Midlands** (postcodes allocated: DE, NG, LE, LN, PE1-29)
- **West Midlands** (postcodes allocated: CV, B, WR, HR, DY, WV, WS, TF, ST, SY)

This is a voluntary role (reasonable expenses are reimbursed), and the post will be in an acting capacity until the AGM in 2024.

## WHAT BEING A REGIONAL REPRESENTATIVE DOES FOR YOU

1. Allows and empowers you to be involved in the strategy and direction of the Institute
2. Enables you to support members and the wider credit community and be their voice with CICM
3. Expands your network with other credit professionals
4. Gives you access to high-level insight on Institute activity
5. Increases collaboration with other Advisory Council members to further your own development
6. Raises your professional profile

**IN RETURN, WHAT YOU WILL DO FOR CICM** (this is not an exhaustive list and you will be provided with more specific information should your application be successful)

1. Participate, support and engage in Institute local and national activities
2. Increase the profile of the branches in your region, sharing ideas and recommendations with other members of Advisory Council on your successes
3. Be an ambassador for the CICM and champion of professional credit management at all times
4. Assist in attracting and retaining new members in your region – share ideas on member recruitment and retention strategies

**The Recognised Standard**

T: 01780 722912

E: [governance@cicm.com](mailto:governance@cicm.com)

[www.cicm.com](http://www.cicm.com)

5. Provide ideas and recommendations for income generation and support activities required in order to consider/progress all ideas in an evolving landscape
6. Actively engage with the wider CICM team to understand its full operational activity and its culture – understand our technologies and processes, suggest efficiencies, visit HQ, use your insight to become an integral part of promoting the value and work of team
7. Be proactive on social media channels – actively promoting and sharing CICM posts, comment and insight
8. Use your professional letters – especially when your name is quoted or published – this increases visibility for us all
9. Always seek external feedback on CICM activity, and expect to share your experiences, insight and knowledge for the benefit of the Institute
10. Support requests from CICM including those relating to technical items, member queries, consultations, straw polls and working groups
11. Attend CICM events, including those at branch level, webinars, and larger events as appropriate. PR activity to extend the Institute’s reach is key and you are expected to participate in this and report back in detail on how your engagement has positively impacted this
12. Be proactive and involved with articles in CM magazine
13. Attend all meetings of the Institute’s Advisory Council. Ensure the Governance team is immediately notified of any changes to contact details, or any issues you may have with attendance
14. Act as point of contact for, and link between, the Branch committees in your region and HQ, keeping in regular contact with them and representing them on Regional and Branch interactive sessions
15. Act in a manner that enhances the profile and professionalism of the Institute at all times, and maintains its integrity
16. Accept and support decisions reached by the Advisory Council and/or Executive Board of Trustees, recognising that discussion should take place within the committees and not in the public domain. Understand you are in a privileged and trusted position, so **treat all matters discussed as confidential**. Should any confidential details be discussed more widely, subsequent action may be taken which could result in expulsion from the Advisory Council

**TO APPLY:** Tell us why you would like to be a Regional Representative and how you believe you can support the Branch(es) within your chosen region. Please provide your full postal address and confirm that you are eligible to stand.

Send applications for the attention of Sue Chapple, Chief Executive by email to [governance@cicm.com](mailto:governance@cicm.com)

**Closing date: 17:00 on Friday 1 July 2022**

By applying, you are giving your consent for your details to be shared with the Institute’s Governance team, Chief Executive and the Executive Board of Trustees.

**The Recognised Standard**

T: 01780 722912

E: [governance@cicm.com](mailto:governance@cicm.com)

[www.cicm.com](http://www.cicm.com)