



Job Description – New Board of Directors Position

Our vision: Thriving and naturally beautiful East Gippsland. For all. Forever.

At East Gippsland Marketing Inc (EGMI) we create compelling marketing, collaborations and opportunities for thriving livelihoods, businesses and experiences for all in naturally beautiful East Gippsland.

Established as an incorporated entity in 2009, we are a not-for-profit organisation with a volunteer board. Funded by the local business community, local Government and State Government (on a project basis) to help improve the economic viability of our region into the future, we're all about ensuring East Gippsland is the place people want to visit, live, work and invest.

The investment in our work has never been more important so we need people who are community-focused and not afraid to bring new ideas to the table, to see existing businesses thrive and to entice new opportunities to the region.

As Board Directors, we actively demonstrate EGMI's Values in our dealing with each other, our stakeholders and the wider community.

- **Passionate** – We enjoy what we do, we love the region, we care deeply and dedicate our time to enhance our vision. We regularly review our priorities and adjust where necessary. We are passionate but don't say 'yes' to everything
- **Courageous** – We have conversations that help us grow, with compassion, so we all thrive and achieve our individual, organisational and regional goals
- **Collaborative** – We love connecting people with people, resources, knowledge and information to empower and help. We value and encourage local businesses to support each other. We seek strategic opportunities to leverage resources that are sustainable and resilient
- **Ethical** – We are open and honest in our dealings with people, we show respect and conduct ourselves with integrity by walking our talk

Skills and attributes we bring to the board

- Knowledge of the East Gippsland region
- Corporate governance experience
- Business acumen
- Strong communication skills, both written and verbal
- An understanding of the role of marketing, and in particular destination marketing
- Approachable and impartial

As a board director we agree to act

- honestly and in good faith
- in the best interests of EGMI
- with integrity
- in a financially responsible manner
- with a reasonable degree of care, diligence, and skill
- according to the Model Rules and EGMI's Terms of Reference

Please see the following reference documents

[2022-23 Marketing Plan](#)

[2021-2024 Strategic Plan](#)

- Annual Report 2020/21
- Finance Report 2019/20
- Most recent Board Meeting Minutes
- Most recent Marketing Manager's Reports (x4)
- Conflict of interest register form
- Current Board Members contact details and board meetings calendar are currently being updated
- Terms of Reference
- Rules of Incorporation
- Model Rules
- Skills Matrix Assessment Template
- Membership Form