



# THE ICKNIELD WAY ASSOCIATION

## **Icknield Way Association Executive Committee roles** *Draft: 03 June 2021*

The Icknield Way Association (IWA) is a member organisation operating under a constitution. More details on [www.icknieldwaypath.co.uk/icknield-way-association/](http://www.icknieldwaypath.co.uk/icknield-way-association/)

The following roles lay out the key activities of each role, although it is recognised that each role will be flexible to priorities of the IWA at the time. Equally, the roles can and will change as new Committee members bring their own skills and experience to the IWA. The IWA does not want to exclude anyone who has energy, skill and time to help achieve the IWA aims as set out in the Constitution. The committee should work as a team to achieve the IWA aims.

One of the Executive Committee may also take on the title of **Vice Chair** so they support and take the chair in the absence (or at the request) of the Chair.

### **Chair**

1. To be a proactive contact for the IWA, helping to promote the Icknield Way whenever an opportunity arises
2. To oversee the direction of the IWA
3. To chair meetings and agree the agenda with the Secretary
4. To attend other appropriate meetings with outside organisations with the aim of promoting the aims and objectives of the IWA

### **Secretary**

1. To prepare and distribute agendas for the Executive Committee meetings
2. To take minutes at the Executive Committee meetings, type up and distribute
3. To investigate and book a venue for the AGM, usually a village hall
4. To arrange a walk leader for morning of AGM and, sometimes, book a speaker
5. To prepare and print agendas for the Annual General Meeting
6. To take minutes at AGM, type up and make available to Newsletter editor
7. Work with the Route Maintenance Officer with any enquiries about the route, or pass on enquiries to others as relevant
8. To maintain the IWA's archive

### **Treasurer**

1. To manage the IWA's finances
2. To ensure the IWA accounts are a true reflection of the IWA's financial position
3. To prepare and distribute accounts for inspection in advance of the AGM
4. To liaise as necessary with the IWA's auditor to ensure the annual production of audited accounts
5. To advise the Membership Secretary of membership renewals
6. Work with the Web Secretary and the Sales Officer to ensure effective funds management



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## **Membership Secretary**

1. Maintain records of members, including renewal dates
2. Receive payments from new members adding them into the membership records
3. Pay in membership subscriptions as received and advise the Treasurer accordingly
4. Provide renewal slips and address labels to newsletter distributor
5. Contact members to request membership renewal
6. Provide contact details to enable circulation of correspondence to members

## **Newsletter Editor**

1. Prepare a Newsletter twice a year for circulation to members
2. Receive contributions from executive committee members and others to create an informative Newsletter

## **Publicity Officer**

1. To manage the promotion of the IWA
2. To identify relevant local media and provide them with regular updates on the IWA's activities and events
3. Work with other interested parties including organisations such as the Great Chalk Way Steering Group to promote our common aspirations
4. Work with the Social Media Officer and Website Officer to co-ordinate media communications

## **Social Media Officer**

1. To establish and manage the Social Media presence of the IWA
2. Work with the Publicity Officer and Website Officer to co-ordinate media communications

## **Website Officer**

1. Maintain the IWA website(s)
2. Check the currency of web pages regularly and update as necessary
3. Publish news items to web site(s) as provided by the Publicity Officer
4. Work with the Publicity Officer and Social Media Officer to co-ordinate media communications as news items and through Mailchimp subscribes
5. Maintain the Mailchimp subscribers and members contact details as advised by the Membership Secretary
6. Provide feedback to the Committee of website activity

## **Development Officer**

1. Promote the Aim of the IWA to become a National Trail
2. Work with other interested parties including organisations such as the Great Chalk Way Steering Group to promote our common aspirations



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## **Sales Officer**

1. Manage sales of the guidebook via the website and from bulk orders
2. Manage re-order of guidebook stock
3. Identify and make changes to the guidebook information where possible prior to each reprint
4. Manage the PayPal account in conjunction with the Website Officer and the Treasurer

## **Route Maintenance Officer**

1. Provide support and advice to the IWA's Wardens
2. To liaise with Route Wardens at least once per annum
3. Work with the Secretary with any enquiries about the route maintenance liaising with Wardens and highway authorities as appropriate
4. Ensuring signage and waymarking along the route is of the highest standard

## **Committee Members**

1. Provide support and advice to the IWA's officers
2. Take on any specific projects developed by the Executive Committee

## **General Activities of the Executive Committee**

1. The Executive Committee members will each contribute to the effective running of the IWA
2. To ensure that the IWA Constitution is adhered to
3. To produce and update the an IWA Plan of Action
4. To authorise expenditure of the IWA
5. To authorise signatories of the bank accounts
6. To authorise representatives for the Great Chalk Way Steering Group
7. Highlight any errors, omission or improvements of the web site(s) to the Website Officer
8. Prepare material for the Newsletter to enable the Newsletter Editor to prepare an informative newsletter twice a year