

NOMINATION FORM Summer 2021 elections (effective from 30th September 2021)

ROLE PROFILE: Vice-Chair External Engagement and Communications

UCML is run by a Steering Group and a wider Executive Committee, as specified in the Constitution and Standing Orders revised in July 2020. This role profile should be read in conjunction with the Constitution and Standing Orders available to download from:

<https://university-council-modern-languages.org/constitution-and-standing-orders/>

The Steering Group is made up of the six Officers of UCML:

- The Chair
- Vice-Chair, Research
- Vice-Chair, Language and Intercultural Education
- Vice-Chair, Engagement & External Communication
- Hon. Secretary
- Hon. Treasurer

The Executive Committee consists of representatives of numerous specialist interest/discipline specific constituencies. Elected representatives have responsibility for ensuring regular two-way communications between the Executive and all relevant institutional/associate members within their area of representation.

The Vice-Chair, Engagement & External Communication is responsible for:

- a. Ensuring that UCML's opinions and activities are widely represented externally;
- b. Liaison with media and external-relations professionals in national bodies representing the interests of linguists, to ensure synergies of messages;
- c. Liaison with THE and other press outlets, to ensure UCML's voice is heard, and with other campaigns (e.g., Speak to the Future), to ensure UCML's input;
- d. Liaison with employers' and professional organisations on issues related to languages and language-based studies, student mobility and employability: e.g., Council for Industry and Higher Education (CIHE), Chambers of Commerce, CBI, careers services;
- e. Liaison with relevant international bodies e.g., European Language Council & Council of Europe to learn from wider international movements, policies and initiatives and to disseminate those of UK HE in relation to languages and language study;
- f. Developing communications strategies including the use of new media (e.g., Facebook, Twitter, LinkedIn) for enhanced communications between UCML and external stakeholders.

Officers (members of the Steering Group) shall be elected for three years in the first instance and may be re-elected for one further year, after which they relinquish their office. No member may serve on the Steering Group/Executive Committee for more than a total of eight consecutive years. Terms of office will begin at the date specified in the advertisement.