



Corporate Identity Taskforce **Candidates Profile Requirements**

In July 2023 we saw the change in the SI emblem at the SI Convention in Dublin. During the Governors' Meeting that year, we presented our SIE Strategic Plan 2024-2025 with the continued use of our current emblem. However, we announced we would form a taskforce to reassess our Federation's branding strategy to ensure it reflects our values of longevity, unity, and forward-thinking.

Recognising the importance of a unified identity for global recognition among current and prospective members, we will establish the Corporate Identity Taskforce. This taskforce will review our branding guidelines and oversee the rollout of a consistent corporate identity, ensuring member engagement throughout the process.

To achieve our objectives, we require individuals with specific skills and competencies to join the taskforce. Candidates must meet the criteria listed below.

Skills:

- Proven experience in Communication, Marketing and/or Branding, digital marketing knowledge, a plus.
- Currently working as a professional in communications, marketing and/or corporate branding, or recently retired (in the last 4 years).
- Creative thinker.
- Visual identity design a plus.
- Strong Communication skills: good command of English, both written and verbal, with the ability to communicate effectively and professionally.
- Collaborative Team Player: Proven ability to work well within a team environment, contributing positively to group dynamics and achieving common goals.
- Analytical skills to assess different scenarios and objectively weigh pros and cons.
- Open-Minded and Adaptable: Demonstrated flexibility and openness to new ideas, with the ability to adapt to changing situations and perspectives.
- Experience in Project Management is beneficial.
- Proficient in Microsoft Office Suite, including Word, Excel, and PowerPoint and MS Teams.

Conditions:

- 7 members
- The Chair of the taskforce is handpicked by the SIE Board
- A member from each region of the Federation: South, East, North, West
- No two members from the same country, there is already one member from Belgium
- Actively working in her club
- No prerequisite of holding a Union or Federation board position
- Duration of Taskforce: 2024-2026