

## Advertising Board Positions

It is important that boards are comprised of directors with a variety of skills and experience, acting in the best interests of the organisation as a whole. A thorough process of director recruitment will assist in attracting suitable candidates and sourcing the information needed for voting members to make informed decisions at election time.

Part of that important process is the way in which organisations advertise available board positions – both elected and appointed. All organisations should carefully consider the rules of the organisation as outlined in their constitution along with any other information, policies or procedures that impact on the composition of the board and the recruitment and advertising of board roles.

This resource has been developed to assist organisations strengthen recruitment practices surrounding board roles, specifically the advertisement of roles. The following points are recommended for consideration when developing your recruitment practices in preparation for upcoming elections and appointments.

### Before Advertising a Role

- Who will oversee the process of advertising and recruiting?
- What is the budget for advertising?
- Have you reviewed your constitution and clearly understand what you can/can't do, such as time frames, notice periods and voting requirements?
- Who can/can't be a board member? It is important to know this as it may impact advertisement channels.
- Have you done a skill & experience audit? Do you know what skills, knowledge and experience your board requires? (See Vicsport Good Governance Toolkit - Skills Gap Analysis)
- Do you know what the requirements of the role are? Consider meeting frequency & times, roles, responsibilities and skills needed.
- Have you considered potential barriers to prospective applicants? (especially for women)
- What flexible practices can be considered/implemented?

### Writing the Advertisement

- Who will write the advertisement?
- What key messages are conveyed in the advertisement? For example seeking to recruit females, skills sets required, organisation priorities.
- Who oversees and approves the process of director recruitment? (See Vicsport Nominations Committee resources)
- Have you used gender neutral language? This [online gender decoder tool](#) can help.
- What additional information do the candidates need? (See Vicsport Good Governance Toolkit - Election Kit & Vicsport Recruitment Process resources)
- What information do you require from candidates?
- What is the application process? Consider cut-off dates, referrals for queries, application forms/ Expressions of Interest.

## Advertising the Role

- What are the minimum timeframes outlined in your constitution?
  - Try and allow for more than the minimum notice in order to maximise exposure and generate interest.
- Where will the roles be advertised? Are there any constitution limits?
- Consider advertising available positions via:
  - Direct to members (email/hard copy)
  - Social media channels (Facebook, Twitter etc)
  - Local media (community radio and newspapers)
  - Websites (clubs, associations)
  - Professional networks (i.e. LinkedIn, Australian Institute of Company Directors)
  - Board Banks (i.e. Vicsport Board Bank, Leadership Victoria, Women on Boards etc)
  - Recruitment specialists (i.e. Sportspeople, Seek etc)

## Supporting Resources

Vicsport has the following resources available relating to board member recruitment to assist sporting organisations strengthen good governance practices:

1. Nominations Committees
  - Developing a Nominations Committee
  - Nominations Committee Terms of Reference Template
  - Nominations Committee Code of Conduct Template
2. Board Skills Gap Analysis
3. Board Member Recruitment
  - Director Recruitment Process Template
  - Director Advertisement for Nominations Template
4. Election Kit
  - Board Member Nomination Form
  - Board Member Role Description
  - Board Code of Conduct

## Further Information:

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