

Board Role Description

Title:	Trustee - Industry Liaison Officer
Reports to:	President and Board
<p>Main purpose of role: The Industry Liaison Officer is the member of the Trustee Board responsible for overseeing and advising on the Association’s relationships and partnerships with external industry organisations, regulatory bodies and the NHS.</p>	
<p>Key Responsibilities:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Liaise with the Executive Director, staff and Board over the planning, promotion and management of the Association’s external relations strategy regarding the dental industry. <input type="checkbox"/> Monitor and advise on the potential partnerships to be forged by the ADI with industry organisations, suppliers, and new technology developers. <input type="checkbox"/> Liaise with external industry to identify opportunities for joint working, joint promotions and potential partnerships. <input type="checkbox"/> Liaise with the Events Manager, Marketing Manager and Honorary Treasurer, to ensure that the financial support and management of joint events or industry participation in Congresses is appropriately publicised, carried out efficiently and reported upon accurately. <input type="checkbox"/> Draft the Industry Relations report to be included in the annual Trustees’ Report. <input type="checkbox"/> Advise the Board on the implications and potential impacts of the charity’s strategic plans on relationships with industry. <input type="checkbox"/> Provide reports to Board, and at the AGM, on industry partnership activities and impacts of the ADI’s involvement with commercial industry partners. 	
<p>Knowledge, skills and experience required:</p> <p><u>Event Organisation Experience</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Is familiar with the organisational, financial and planning requirements of staging on-site events including participation from industry and supplier partners, and is able to offer suitable advice, support and resource management on behalf of the ADI. <p><u>Integrity and Trust</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Is widely trusted; is seen as a direct, truthful individual; can present the facts in an appropriate and helpful manner. <p><u>Interpersonal Relations</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Relates well to a variety of people, up, down, and sideways, inside and outside the organisation; builds appropriate rapport; builds constructive and effective relationships, especially with external partners and companies at all levels; uses diplomacy and tact to bring people together in mutual support. <p><u>Written Communications</u></p> <ul style="list-style-type: none"> <input type="checkbox"/> Is able to write clearly and succinctly in a variety of communication settings and styles; can get information across that informs decision-making and the best use of resources for maximising the desired effect. 	

Advising External Stakeholders

- Maintains two-way dialogue with others, especially with the management and representatives of external industry bodies, organisations and companies; supports understanding of event financial procedures and priorities.

Organising

- Can help plan and orchestrate multiple partnership and mutual publicity, campaign and promotion activities at once to accomplish a series of ADI strategic goals; uses resources effectively and efficiently and encourages others to do so; arranges financial information, reporting and files in a useful manner.

Strategic Agility

- Sees ahead clearly; can assist and advise on planning and delivery of industry participation in events; can anticipate future industry developments, consequences and trends accurately; has broad knowledge and perspective of dental implantology industry and practice.

Key Contacts:

Internal: ADI Board and Sub-committees, Executive Director, Marketing Manager, Events Manager, Marketing and Events Co-ordinator, Office and Events Administrator Co-ordinator.

External: Stakeholders, industry partners and potential partners, tech developers and suppliers.

Prepared by:

Richard Cantillon, Executive Director

Date: June 2023