

**POSITION:** Director/Administrator  
U.S. Technical Advisory Group (TAG) ISO/TC 289

**DATE:** November 2016

**Summary:**

Reporting to the MASB Director of Membership, the Director/Administrator of U.S. TAG, ISO/TC 289 – Brand Evaluation (“the TAG D/A”) is responsible for recruiting those U.S. parties with an interest in setting standards for Brand Evaluation to join the TAG and for organizing and implementing all activities associated with U.S. participation in ISO/TC 289 on behalf of MASB and in accord with ANSI (American National Standards Institute) processes.

**Vision:**

MASB is dedicated to laying the measurement foundations for marketing professionals to realize full accountability and strategic status in the Boardroom as reliable forecasters and achievers of consistent growth in customer revenues, earnings and cash flows quarter-to-quarter and year-to-year. Leading U.S. participation in setting global Brand Evaluation standards is a key element in realizing this vision.

**Mission:**

Establish marketing measurement and accountability standards across industry and domain for continuous improvement in financial performance and for the guidance and education of business decision makers and users of performance and financial information, while partnering with Finance as the surest way forward. Leading the U.S. TAG for ISO/TC 289 will broaden the scope and impact of MASB’s efforts to achieve this mission.

**Summary of Responsibilities:**

- Recruit and orient TAG members
  - Develop the communication material to support membership recruitment
  - Conduct recruitment meetings partner with BES team to conduct orientation meetings
- Manage all administrative tasks associated with participation in ISO/TC 289, including setting up and running meetings, capturing key discussion points and next steps, and following up to ensure necessary steps are completed
- Manage all administrative tasks associated with TAG membership (see attached detailed inventory provided by ANSI)
- Support Director of Membership in converting TAG members to MASB members
- Manage invoicing of TAG members

**Qualifications:**

- 2 - 5 years’ experience in a sales/business development or client management role
- Organization and process management skills
- Communication skills, particularly writing
- Some familiarity with brand evaluation (to communicate with potential TAG members) and related marketing metrics

### **ANSI's "Duties of the U.S. TAG Administrator"**

- Organizing the U.S. TAG and applying to ANSI for approval of the TAG Administrator and initial TAG membership list and accreditation of the TAG
- Submitting the U.S. TAG membership list, annual compliance form and annual report to ANSI by established deadlines for review by the ExSC or its designee
- Determining that the members of the U.S. TAG participate actively
- Providing for administrative services, including arrangements for meetings, timely preparation and distribution of documents related to the work of the U.S. TAG, and maintenance of appropriate records, including minutes of meetings and results of letter ballots
- Upon request by an interested party, making available the roster of the TAG including each member's name (or if membership is by organization, the name of the organization with a point of contact), affiliation<sup>4</sup> and interest category
- Transmitting to ANSI U.S. proposals and U.S. positions, as developed and approved by the U.S. TAG
- Transmitting to ANSI U.S. delegates lists for all international meetings
- Establishing a procedure to hear appeals of actions or inactions of the U.S. TAG
- Establishing a written antitrust policy reflecting the TAG's practice to conduct all business and activity in compliance with applicable antitrust laws
- Complying with the requirements associated with ANSI oversight and supervision of the activities of the U.S. TAG and its administrator in accordance with 2.5
- Ensuring compliance with applicable ANSI and ISO procedures
- Completing mandatory training offered by ANSI to support compliance with ANSI procedures governing the administration of the U.S. TAG and representation of U.S. interests at ISO
- Paying all relevant fees to ANSI