



PD-029: Director for Outreach – 12 July 2015

The INCOSE Director for Outreach is responsible for the development and direction of a comprehensive portfolio to coordinate INCOSE's outreach across geographic sector and application domain boundaries. He or she leads the definition and execution of an outreach strategy aligned with and enabling INCOSE's objectives, particularly to achieve membership growth and improved impact beyond our current bases. This includes the identification and definition of outreach strategies and initiatives; coordination with other INCOSE entities on the execution of outreach campaigns; the identification, facilitation, and management of alliances; and the establishment and leadership of an appropriate supporting volunteer structure. The Director for Outreach is responsible for helping INCOSE connect to the global engineering community where systems thinking and practice is needed or practiced differently. The outreach should be open and bi-directional; bridging those communities through a mutual appreciation of and advocacy for systems objectives, perspectives, deployable work products, events and terminology.

The Director for Outreach is an elected, Director at-Large position with a three-year term of office and is a voting member of the INCOSE Board of Directors.

Responsibilities:

- Develops an annual and strategic outreach plan to address both geographic and application domain dimensions
- Leads volunteers and coordinates with other INCOSE teams – notable the Corporate Advisory Board, Sector leadership structure, and Technical Operations – in the execution of the outreach plan
- Contributes to the INCOSE Long Range and Annual Operating Plans
- Develops and maintains Policies and Guidelines for Outreach, Alliances, and Ambassadors
- Proactively identifies, facilitates, and oversees alliances to advance INCOSE's strategic objectives
- Establishes and appoints members to a volunteer infrastructure as necessary to support the outreach portfolio, including but not limited to the Industry Outreach Board and Ambassadors
- Participates in all BOD meetings
- Serves on other committees as assigned

Authority:

- Voting Member of the BOD



Accountability:

- As stipulated in the INCOSE Bylaws, ADM – 101 and BOD – 100
- Compliance with directives on conflict of interest and all policies and procedures of the organization
- Accountable for discharge of the above Responsibilities, and achievement of the objectives, under the direction of the Executive Committee

Required Skills:

- Strong oral and written communication skills
- Ability to communicate effectively across international and cultural boundaries
- Ability to understand business principles and usage patterns, translate and communicate effectively across application domain boundaries
- Confidence and capability to promote the values and mission of the organization
- Connection, collaboration, and negotiation skills to establish and facilitate alliances
- Leadership and teamwork skills to coordinate activities within a volunteer organization, and identify suitable candidates to project INCOSE outreach
- Budgeting and planning skills including the ability to write and implement strategic and operations plans