

Position Title: Member, Governance Board, The APMA
Position Type: Voluntary
Term Length: 1-2 year, with option to re-stand for election
Meetings: Quarterly, face-to-face in Central London



Organisation Overview:

The Affiliate and Partnership Marketing Association (APMA) is the collective voice for the UK affiliate and partner marketing industry.

Representing affiliates, networks, agencies and advertisers, it informs, educates and advocates for one of the most effective and diverse marketing channels. The APMA develops industry standards, promotes best practice and champions the role of affiliate and partner marketing across the UK.

Purpose of the Governance Board

The Governance Board exists to provide **strategic direction, oversight, challenge and accountability** to the APMA. The Board and its members are purely advisory, with no liability for the business.

Board members help ensure the APMA remains focused on the issues that matter most to its members and the wider industry, that its priorities and resources are aligned with its purpose, and that its work represents the breadth of the affiliate and partner marketing ecosystem.

The Governance Board is not responsible for delivering every APMA initiative itself. Its role is to **help set direction, provide oversight, make decisions and hold the organisation accountable**, with individual projects and initiatives delivered by the APMA team, working groups and relevant industry specialists.

Board members are elected to represent a particular part of the industry. You are there to bring that perspective to the table while acting in the interests of the wider industry, rather than solely representing your own company.

Key responsibilities

Strategic direction

Help shape the APMA's strategy, roadmap and priorities, ensuring they reflect the needs of the industry.

Industry representation

Understand and represent the wider views, challenges and needs of the part of the industry you have been elected to represent.

Governance and accountability

Provide constructive challenge, ask questions and help hold the APMA accountable for delivering against its agreed priorities.

Decision-making

Come prepared to contribute to strategic discussions and decisions, taking ownership of any commitments you make.

Financial and risk oversight

Contribute to oversight of the APMA's budget, resources and key strategic, financial, regulatory and reputational risks.

Advocacy

Act as an ambassador for the APMA, championing its work within your organisation, professional network and the wider industry.

Board members must comply with all applicable competition laws. Members must also respect the confidentiality of board discussions, declare any potential conflicts of interest, and act in the best interests of the wider industry.

Who we're looking for

You should:

- Have strong knowledge and experience of affiliate and partner marketing.
- Understand the challenges and opportunities facing the part of the industry you wish to represent.
- Be able to think beyond the interests of your own organisation.
- Be comfortable contributing to strategic discussion, constructive challenge and collective decision-making.
- Have sufficient influence or remit within your organisation to engage others and help move initiatives forward.
- Have the time and commitment to actively participate in the Board.
- Demonstrate integrity, sound judgement and an ability to work constructively with different perspectives.

We value experience, perspective, influence and commitment over a job title.

What you'll get from the role

Being part of the Governance Board is an exciting opportunity to meaningfully influence the future direction of the UK affiliate and partner marketing industry.

As a Board member, you will:

- **Have a seat at the table** for some of the most important conversations and decisions affecting the industry.
- Help **shape and sign off the APMA's strategy**, priorities and future direction.
- **Represent your segment of the industry**, ensuring the views and needs of your peers are heard.
- Build **stronger relationships with senior leaders** and specialists from across the industry, including organisations you may not otherwise work closely with.
- **Raise your industry profile** through your position as an elected member of the APMA Governance Board.
- Make a **tangible contribution** to improving standards, building trust and strengthening the reputation of affiliate and partner marketing.

How to Apply:

If you would like to stand for election to the APMA Governance Board, you will need to be the **sole nominee from your organisation** and confirm which membership category you are standing to represent. APMA members within your category will vote for the candidate(s) they believe will best represent their interests and the wider industry.