



Balkan Museum Network –Board Portfolios

In developing these portfolios, the aim is that individuals would receive mentoring from colleagues with relevant experience. All members of the Board fulfil their role in line with BMN statute and support each other. The one that takes the portfolio is the lead responsible person for an aspect of internal development of the Board or its external role.

Title / Portfolio	Main Functions	Skill enhancement
Communication and promotion	<ul style="list-style-type: none"> • Develop a communication and promotion strategy • Collate input from a range of contributors for social media, Newsletter and other formats (infographics, publications, videos, etc.) in cooperation with Secretary General • Maintain communication lists • Liaise with membership officer for campaigns • website 	<ul style="list-style-type: none"> • Producing strategic plans • Goal setting • Communication skills • Knowledge of different types of communication approaches • Team working
Membership	<ul style="list-style-type: none"> • Review current membership procedures and make recommendations for development (eg. benefits, identity, renewal) • Set membership targets and strategies • Update membership list • Facilitate membership contact – corner for members at website 	<ul style="list-style-type: none"> • Network development • Creating targets • Campaigning • International networking • Building membership of organisations
Events	<ul style="list-style-type: none"> • Co-create Meet See Do (with the Secretary General) • Overseeing logistics for MSD • Support planning for Steering Board meetings • Plan other events as agreed (promotional, lobbying, etc.) 	<ul style="list-style-type: none"> • Event management • Legal and technical logistics • Resource allocation • Communication • Team working and development
Fundraiser	<ul style="list-style-type: none"> • Identify possible donors • Support application development • Connect with members and international partners for consortium 	<ul style="list-style-type: none"> • Application writing skills • Project management • Understanding different donor procedures and requirements
Marketing and Sponsorship	<ul style="list-style-type: none"> • Work closely with communications in campaigning • Work closely with membership in strengthening identity / brand 	<ul style="list-style-type: none"> • Financial structures, budgeting and resource allocation

	<ul style="list-style-type: none"> • Develop a sponsorship strategy • Connect to commercial sector (possibly developing trade fair strand for MSD) 	<ul style="list-style-type: none"> • Marketing, brand, image • Approaching sponsors • Funding strategies • Grant writing • Network development • Planning & resilience
Training (internal role)	<ul style="list-style-type: none"> • Create a training plan for Board members – including an induction pack • Plan specific training for BMN Board and members • Liaise with international mentors & facilitators to ensure Board development • Conduct internal training needs analysis • Evaluate learning processes of the Board 	<ul style="list-style-type: none"> • Developing CPD • Facilitation • Communication with a range of providers and stakeholders • Measuring impact, growth and change
Advocacy	<ul style="list-style-type: none"> • Gathering data about • Gathering data about position of heritage professionals • drafting statements, petitions, statements • expressing position of the network to museum related issues • Connect with governmental sector for possible lobbying and advocacy 	<ul style="list-style-type: none"> • Leadership • Public speaking • Confidence
International partnerships	<ul style="list-style-type: none"> • Create international base of supporters • Widen the circle of 'Friends of the Network' that contribute with resources to BMN • Cooperate with Fundraiser 	<ul style="list-style-type: none"> • Seeing the big picture and connecting the dots • Developing proactive approach or utilizing possibilities