



a C BOARD ELECTIONS

(3) Election Manifesto and Personal Statement



Name of candidate: Jose de Buerba
Title: Head of Communications Business Intelligence
Organization: The World Bank

I ask AMEC members to vote for me and support my candidacy to become a Director of the AMEC Board.

For the past two years I have chaired AMEC's Not for Profit Special Interest Group and represented the interests of nonprofits on AMEC's Board. Under my leadership the Not for Profit group has more than doubled in size to +25 members including government agencies, international organizations, and NGOs. I surveyed the group to understand members needs and, based on the feedback, I developed a strategic plan for 2019 and 2020 outlining goals, objectives and activities for each year which is attached below. IN 2019, we organized the first ever face to face meeting of non-profits – ahead of the AMEC Summit in Prague - to discuss communication measurement challenges specific to our needs. Throughout my tenure, the NfP group delivered multiple webinars and actively shared information among the group members through a rich knowledge database we created in Basecamp. The NfP group is now a vibrant community where members proactively share knowledge and experiences with each other. Should I be reelected to AMEC's Board I will continue to focus in bringing value to Not for Profit members of AMEC and represent their interest on the Board.

Professionally, I bring multiple years of experience in non-profit communications and marketing. I currently lead the communications measurement and evaluation program at the World Bank. Our work focuses on informing communication strategies tangibly, encourage the systematic measurement of outcomes, and demonstrate the value of communications in achieving organizational goals. Our work has been recognized by the industry at the recent AMEC Summit where we won six AMEC awards, four gold, one bronze and the highly coveted Platinum award for the best in house communications measurement team of the year. After 20 years of working in publishing, and only three years ago reorienting my career to communications measurement and evaluation, winning this Platinum AMEC award was of great satisfaction, and a career highlight. I developed a strong professional interest in communications M&E which is closely aligned with my academic background as an economist.

Should I be given the opportunity to continue to serve on the Board, I will continue to work towards expanding the NFP group and help non-profit organizations learn from each other to advance the best measurement practices.

Should I be elected, I commit to serve on the Board with dedication to contribute advancing the association's goals.

Electronic signature:

José de Buerba

Date: November 19, 2020

Goals:



- Facilitate horizontal exchange of **M&E knowledge**, focused on understanding best practices and challenges in Not For Profits (NFPs).
- Tailor measurement practices to **NFPs specific needs**.
- **Raise the profile** of NFP work and represent interest of NFP organizations within AMEC.
- **Benchmark** best-practices and approaches with other group members.

2020 Priorities



**Not-For-Profit
M&E Meeting**
ahead of AMEC summit



- Host the second half-day meeting ahead of AMEC Summit to share knowledge, best-practices and network.
- Program to include presentations from NFPs and experts on communications M&E



Webinar Series
for NFPs, from global
experts



- Deliver at least 6 webinars tailored for NFPs.
- Speakers to include members of the NFP group and M&E experts.
- Avoid sales pitches – focus on value and knowledge sharing

Topics to include: Learning M&E approaches from NFPs; planning effective communication strategies; moving towards an audience centered communication; measuring advocacy.



**Strengthen the
Sense of
Community**
Collaboration and
knowledge sharing



- Encourage more frequent conversations in Basecamp (e.g., introduce a topic of the month, ask questions more often...)
- Increase the case studies and information uploaded into basecamp



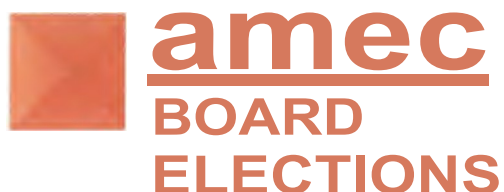
Grow Membership
NGOs, Governments




- Grow membership by 50% (from 20 members to 30 by end of 2020)
- Focus on Civil Society Organizations and Government Agencies
- Work with AMEC Board for each Board member to sponsor an NFP

2020 Objectives

NFP Group Members: Amnesty International; British Forces Broadcasting Service; Cleveland Clinic; European Bank for Reconstruction and Development; European Commission; European Investment Bank; European Parliament; International Finance Corporation; International Monetary Fund; Mattecetrum; International Telecommunication Union; OECD; OwlRe; Oxfam; The Bill & Melinda Gates Foundation; UK Government; UNICEF; United Nations; World Bank; World Food Programme; World Health Organization; NATO; UN Global Compact.



2) NOMINATION FOR ELECTION TO THE BOARD

| | |
|---|---|
| I wish to nominate <i>(name of person)</i> | Jose De Buerba |
| in the Board category for <i>(g/ease circle one)</i> | Not for Profit |
| as a representative of <i>(name of company)</i> | The World Bank |
| Please indicate briefly the experience of the Nominee that qualifies him/her for election to the Board | <p>Jose de Buerba brings 20+ year of experience in communications in not-for-profit organizations. He is currently Head of Business Intelligence and Digital Governance at the Communications Vice-Presidency of The World Bank. He manages a team that brings together insights, analysis and recommendations that inform World Bank communications strategies in a tangible way. He was previously Marketing Manager at World Bank Publishing where led marketing and communication strategies for the World Bank's research and analytical works.</p> <p>Prior to joining the World Bank he was Deputy Managing Director and Commercial Director at Mundi-Prensa Libros, an international publishing house based in Spain. He is a graduate in Economics from Universidad Carlos III in Madrid. He has lived extended period of times in the UK, Spain, Belgium and the US and he is fluent in Spanish, English, and French.</p> |
| Please indicate whether a personal statement (up to 100 words) from the nominee in support of his/her application is attached or whether it is to follow <i>(please circle)</i> | Attached |
| He/she has given their consent <i>(g/ease circle)</i> | Not applicable as self nominating |
| My name is | Jose De Buerba |
| I am the representative of the Member company or individual named here. | The World Bank |
| Date | November 19, 2020 |
| Signed | <p>Electronic signature:  José de Buerba</p> |

(2) AMEC Nomination paper for election to the 2019 board: AMEC 2018 AGM

Please email this nomination to juliewilkinson@amecorg.com