

Global Advocacy Liaison

The IIA invites you to identify an Advocacy Liaison to join a virtual global network of staff and volunteers united in the common cause of advancing the profession of internal auditing.

The Advocacy Liaison should be the individual leading local efforts to promote the value of internal audit to stakeholders, including governing bodies, senior managers, regulators, legislators, external auditors, thought leaders, schools, and universities, and encouraging IIA members to be advocates. The Advocacy Liaison may be a staff member or volunteer, including members of the board, and may be supported by a team or committee, or work alone.

The role of Advocacy Liaison may include:

- Facilitating communication between the affiliate, its members, and HQ on advocacy issues.
- Developing strategies and preparing plans for promoting the profession, utilizing the Building Awareness Toolkit and other resources.
- Identifying and reporting local regulation and legislative issues.
- Developing relationships with stakeholders.
- Working with the media.
- Ensuring key messages are consistent with global content.
- Speaking at stakeholder events promoting the internal audit profession.
- Participating in the Annual Building Awareness Champion Program and Internal Audit Awareness month.

Contact information for the Advocacy Liaison should be provided on the Officer Listing form and can also be emailed to advocacy@theiia.org. Global Advocacy at HQ will create a communication network as a means of increasing awareness, identifying advocacy issues, sharing ideas, tools, and resources, seeking feedback, and providing assistance.