



Strategic Oversight

Vice Chair – Brand Management

1) **VISION:**

- i) Ensure sustainability of PWH organization.

2) **CHARTER:**

- i) Review and recommend new initiatives, including analyzing new program feasibility and strategic alliances to grow the organization and increase member value. Work across PWH committees to develop and leverage best practices across the organization. Provide ad hoc support and guidance to the Committees and Board as needed

3) **PRIMARY DUTIES AND RESPONSIBILITIES** include the following, other duties may be assigned:

- i) The Brand Management committee ensures the veracity of the PWH brand, in all collateral materials. Final approval of all materials or products that carry the PWH brand. Using a multi-channel approach, the Brand Manager is responsible for managing print, digital and other forms of communication.

- ii) All committee VCs are expected to:

- (a) Oversee the role of their subcommittee
- (b) Identify committee members
- (c) Schedule monthly calls, or as needed, with committee members
- (d) Communicate status, issues and successes with Committee Chair
- (e) VCs will work with committee chair to establish SOPs as required by PWH if not currently in place
- (f) Attend monthly committee calls
- (g) Attend PWH Board Meetings (encouraged but not required of VCs)
 - 1. January
 - 2. July
 - 3. Annual Meeting, at HIDA
 - 4. Spring at the HIDA Executive Conference
- (h) Support from employer

(i) Abide by and promote the PWH mission and core values

iii) Time commitments:

(a) Approximately 4-5 hours/month