



## **PWH® MARKETING COMMITTEE**

### **Content Strategy, Vice Chair**

#### **1) VISION:**

- i) Showcase, protect and convey the PWH® Brand in a compelling way that communicates our value prop and supports the initiatives of all PWH committees.

#### **2) CHARTER:**

*The Marketing Committee will conduct monthly calls to report on recent and upcoming activity:*

- i) Marketing Chair: Natalie Martin, *NDC, Inc.*
- ii) PWH Leadership Summit Vice Chair: Eryn Marx, *DUKAL Corporation*
- iii) Summit Project Coordinator: Kate Clark, *PWH*
- iv) PWH Marketing Vice Chair: OPEN
- v) Content Strategy Vice Chair: OPEN

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

This role will be responsible for building and leading a committee to oversee professional content for PWH. Duties include developing and executing on an overall content strategy for the entire PWH Organization. Identify and document customer personas to assist with segmentation for personalized, targeted communications. Utilize both volunteers and paid resources to regularly publish content aligning with the PWH editorial calendar across all marketing channels including blogs, quarterly newsletters, the PWH website, social media platforms, etc. Collaborate with all members of the Marketing committee to ensure compelling communication of PWH's brand story and value proposition, driving alignment of all marketing goals & initiatives.

High-level thinkers who are detail oriented, idea generators and problem solvers will ensure success of this new role. Marketing managers, copywriters, business communicators and other professionals who are looking to build strategic planning and management skills are ideal candidates for this role.

- i) 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 need to work with committee chair to establish SOPs as required by PWH if not currently in place
  - (f) Attend committee calls
  - (g) Attend PWH Board Meetings (encouraged but not required of VCs)
    - 1. January
    - 2. July/August
    - 3. PWH Annual Meeting (Fall)
    - 4. HIDA Executive Conference (Spring)
  - (h) Support from employer
  - (i) Abide by and promote the PWH mission and core values
- ii) Time commitments:
- (a) Approximately 5-10 hours/month