



PWH® MARKETING COMMITTEE

VICE CHAIR – PWH MARKETING

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:

The PWH Marketing Vice Chair position will be responsible for overseeing all PWH marketing collateral. This role will serve as a liaison between marketing and all committees. Work collaboratively alongside fellow board members to deliver effective marketing pieces that support initiatives of all PWH committees. Audit and refresh current collateral to reflect the PWH brand. Utilize both volunteers and paid resources to fulfill production requests as needed. Collaborate with all members of the Marketing committee to deliver compelling communication of PWH's brand story and value proposition, driving alignment of all marketing goals & initiatives.

Creative thinkers who are detail oriented, idea generators and problem solvers will ensure success of this new role. Marketing professionals, graphic designers, creatives and other professionals who are looking to build creative marketing 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. December/January
 - 2. July/August
 - (h) Support from employer
 - (i) Abide by and promote the PWH mission and core values
- ii) Time commitments:
- (a) Approximately 4-6 hours/month