



## **PROFESSIONAL DEVELOPMENT COMMITTEE**

### **VICE CHAIR MARKETING FOR MEMBERSHIP COMMITTEE**

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

- i) Lead the Marketing for Membership Committee Sub-committee
- ii) Owner of Marketing Materials and Digital Marketing as it relates to the Marketing Committee
- iii) Collaborate with Committee Chair, Vice Chairs and sub-committee members

- Ensure that new member packets are sent out in a timely fashion
- Work with sub-committee to ensure that milestone gifts are sent out accordingly
- Work with sub-committee and PWH Brand Marketing Chair to produce video content for YouTube Channel
- Identify opportunities for PWH members to become further engaged in our offerings by working with other VCs in creating marketing materials geared toward engagement

#### **SKILLS NEEDED**

- (i) Leadership Skills to lead and support committee members
- (ii) Marketing skills to be able to communicate PWH value to members in the most effective way and addresses member needs and wants
- (iii) Presentation skills to able to present during Board Meetings or wherever necessary

#### **DUTIES AND RESPONSIBILITIES**

- (i) Coordinate the distribution of new member packets with sub-committee and executive director and other VCs if necessary
- (ii) Coordinate the distribution of milestone gifts with Chair
- (iii) Manage inventory of marketing materials (pens, milestone gifts, boxes, labels, etc)
- (iv) Coordinate the distribution of newsletter
- (v) When necessary, be available for a call when 1:1 or group onboarding presentation is requested
- (vi) Communicate status, issues, success with Chair and other VCs within the Membership Committee during bi-monthly calls

#### **TIME COMMITMENT**

- 30mins-1 hr monthly for sub-committee calls (to be determined by project workload)
- 30mins-1hr bi-monthly for committee calls with VCs and Chair for status updates
- 1hr to 2hrs(monthly or quarterly) to coordinate distribution of materials
- 5-8 hours to develop SOPs for sub-committee (ongoing)
- 2-4 hours ad hoc support

**Approximately 21-37 hrs Yearly, and as needed.**

This is a Board Position, there will be additional time commitment involved as a PWH board member.