



PROFESSIONAL DEVELOPMENT COMMITTEE

VICE CHAIR CONTENT

1) VISION:

- i) Provide educational content to empower women within our industry to lead and succeed.

2) CHARTER:

- i) Develop engaging content that resonates with our membership, providing education to enhance career growth and empower women in their personal and professional lives.
- ii) Expand awareness of the organization and build member engagement while enhancing the PWH brand as a significant resource in our industry.

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

- i) Planning a monthly conference call with members so that content planners and writers can discuss topics of interest, evaluate past performance and report on upcoming plans
- ii) Planning and executing, as a part of the broader PDC team, two blogs per month during the calendar year for the website
- iii) Editing, proofreading and improving writers' blogs
- iv) Recruiting and managing a team of content planners and writers who will identify topics for three categories 1) career/professional 2) leadership-both aspiring leader and executive track and, 3) industry
- v) Work with other PDC committees and the corporate partnership committees to understand the needs of members and secondly, to coordinate efforts with webinars and other content planning in order to develop a content calendar
- vi) Work with Executive Director to manage content distribution on website and social media, and to obtain engagement metrics
- vii) Collaborate with Newsletter/Webinar VC to assist with writing articles or repositioning blog content for newsletter.
- viii) Provide input to the PDC Chair for potential new venues for leadership development to enhance the educational experiences and offerings for our members based on PWH strategy and approval by the Board

- ix) All committee VCs are expected to:
 - (a) Oversee the role of their subcommittee
 - (b) Identify committee members and their roles
 - (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 monthly committee calls
 - (g) Attend PWH Board Meetings (encouraged but not required of VCs)
 - 1. December/January
 - 2. June/July
 - 3. Annual Meeting, at HIDA
 - 4. Spring at the HIDA Executive Conference
 - (h) Engage support from employer
 - (i) Abide by and promote the PWH mission and core values
- x) Time commitments:
 - (a) Approximately 4-5 hours/month