



MARKETING COMMITTEE

MARKETING COMMITTEE CHAIR

VISION

To portray PWH® Brand and content that supports an industry equally led by women

CHARTER

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

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

- Oversee the charter of the committee, providing direction to the committee, and participating on the Board and Executive Board to help establish the direction and plan for PWH as a whole
- Recruit and vet the VC's, provide direction to the VC's, assists the VC's in committee personnel selection, and support the VC's and sub-committees where necessary
- Responsible for identifying and recommending changes within the committee as needed as PWH® grows and/or needs change
- Schedule monthly or more frequent committee meetings
- Take committee meeting minutes and post to the PWH® drop box
- Provide agenda for monthly committee calls
- Engage support from employer

TIME COMMITMENTS

- Attend PWH® Board Meetings
 - January
 - August
- Approximately 20 hours per month