



## **MARKETING COMMITTEE**

### **VICE CHAIR – CONTENT STRATEGY**

#### **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:*

- Building and leading a committee to oversee professional content for PWH®
- Develop and execute 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 deliver compelling communication of PWH®'s brand story and value proposition, driving alignment of all marketing goals and initiatives
- Oversee the role of their subcommittee
- Identify committee members
- Schedule monthly calls, or as needed, with committee members
- Communicate status, issues and successes with committee chair
- Work with committee chair to establish SOP's as required by PWH® if not currently in place
- Attend committee calls
- Abide by and promote the PWH® mission and core values
- Engage support from employer

#### **TIME COMMITMENTS**

- Attend PWH® Board Meetings
  - January
  - August
- Approximately 5-10 hours per month