



MARKETING COMMITTEE

VICE CHAIR – PWH MARKETING

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 all PWH® marketing collateral
- Act as liaison between Marketing and all other 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
- 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 4-6 hours per month