

COMMUNICATIONS CHAIR

The Communications Chair handles all communications for the Chapter, including events management and promotion through MailChimp, on the Chapter website and via emails; managing and providing valuable content for the membership on the Chapter website; promoting Chapter members and sponsors; and promoting all aspects of the Chapters efforts through Social Media networks and traditional press releases.

Responsibility and Authority:

The Communications Chair will report to the Chapter President and the Executive Committee. The Communications Chair is a voting member of the organization.

Term:

The Communications chair will serve 2 years on the board.

General Duties:

- Coordinates with all committees to ensure the right communication is delivered to the membership in a reasonable time and across all available communication channels (emails, website, social media, PR, etc.).
- Promotes all chapter events and activities.
- Promotes Chapter members and sponsors; develops a process for promoting events and announcements from other organizations in the healthcare industry.
- Generates valuable content and/or procures expert content from Chapter members and sponsors.
- Works closely with the Sponsorship committee to ensure that all sponsor logos and listings are properly communicated on the website, in email communications, and in select print materials.
- Manages event and email management software applications.
- Ensures that all uses of Chapter logo are appropriate.
- Manages website content and updates.

Time commitment:

The Communications Chair should anticipate spending approximately 3-5 hours a month on Women In Healthcare affairs. This may be spent attending board meetings, creating a communications plan, updating the website, engaging the Chapter's social media community and other tasks as they arise.

Legal commitments:

Upon appointment, the Communications Chairs is responsible for reviewing and signing off on organizational bylaws.

Qualifications/Skills Requirements:

An individual with a networking and understanding of the industry would be strongly preferred. This position is best held by an individual who is familiar with technology, social

media and communications.