

WICT Rocky Mountain Marketing Communications Director



Women in Cable
Telecommunications™
Rocky Mountain

Job Brief:

We are looking for an energetic and creative Marcom Director to support the WICT Rocky Mountain Marcom and Executive team, as well as the overall Board of Directors with our organization and its mission. Our Marcom Director should be passionate about Brand, Brand compliance, Marketing Communications excellence and our mission to prioritize member recruitment AND member experience to bring maximum value to our members.

This is a volunteer position.

All Board positions are a 2 year term/commitment.

The final candidate is required to pass a Board vote with the Executive team's recommendation.

Expected weekly commitment: 3+ hours per week; may be more prior to signature events.

RESPONSIBILITIES:

- The Marcom Director owns the WICT RM brand. MEASURE OF SUCCESS: Creates and maintains a consistent Chapter identity to brand standards.
- Leads Marketing Communications team in coordination of marketing strategy and execution of deliverables.
 - Manages overall coordination and updating of website content, information and functionality with Website Chair; manages relationship with website designer and web hosting vendor.
 - Manages overall coordination of social media and its content with Social Media Chair in engaging Chapter membership on programs, events and trends of interest.
 - Manages overall brand and creative look/feel and tone with Graphic Designer Chair, in the creation of engaging marketing content and assets. Ensures that website, newsletters and email campaigns are within WICT brand guidelines
 - Manages overall coordination of all programs with Program Liason Chair to ensure execution of communications strategies and plans for all programs and events.
 - Leads Marcom Admin to ensure entire team is coordinated and in lock-step with Chapter initiatives.
 - Manages on-boarding and off-boarding transitions of new team members as needed.

- Partners and collaborates with the Executive team, WICT Global and the entire board to lead marketing communications in support of events, programs and all WICT activities that require communications.
- Holds all board members accountable for proper and timely communication of information to ensure Marcom delivers success in all program, events, webinars, meetups, etc..
- Manages coordination, compilation, proofing and distribution of electronic newsletters. Includes copy writing.
- Manages public relations and media outreach in the dissemination of newsworthy Chapter events and news. Manages press credentials for those in media that want to attend our signature events.
- Manages the intake of blog posts, copy writing / proofing, and posting of WICT RM blogs.
- Manages all member, participant or program surveys needed to get proper feedback and insights to program directors and board.
- Oversees the New Member Retention & Engagement Program with the Membership Committee, including but not limited to email communications, surveys and meet & greet events.
- Oversees email correspondence within Constant Contact to Chapter membership with regards to programming, events and all communications.
- Seeks WICT Global approvals on communications and marketing materials, in a timely fashion.
- Manages the intake of marketing request forms from board and manages Marcom communications of board requests, requirements and timelines to ensure deliverability and a good internal board experience.
- Manages advertising agency, to include brand, messaging and budget
- In coordination with the Sponsorship and Strategic Partner Committees, pursues new opportunities to engage key industry organizations with compelling Chapter content and highly visible communication vehicles; ensures partners receive proper credit and visibility.
- Manages budget with Finance team. If incremental dollars are needed, the Marcom Director is expected to present proposal to the board for board approval.
- Manages activities to annual budget and seeks savings as appropriate.
- Provide Marcom updates at board meetings to include but not limited to brand, signature events, website and social media analytics.
- Looks for continuous improvement opportunities in all aspects of the Chapter.

TIME MANAGEMENT COMMITMENT:

- All Board positions are a 2-year commitment.
- Attend Monthly Board Meeting.
- Expectation to participate in WICT and industry events in order to represent Chapter, Marcom team and WICT RM, whenever possible.
- Managing the Marcom team timelines and deliverables.
- Crafting messages and copy to support WICT RM brand.

- Additional time may be needed (i.e. Signature Events require an increase in time spent surrounding the event).

Core skills:

- Brand management.
- Data analysis.
- Copy writing.
- Proficiency with programs, such as Microsoft Word, Excel, PowerPoint.
- Budget and cost analysis experience.
- Market research practices and techniques.
- Knowledge of social media strategies and platforms.
- Graphic design management.
- Agency management.
- Experience with technology platforms a plus, such as: customer relationship management software (CRM), WordPress, Hootsuite, Constant Contact, Google Docs, Sharepoint, Event Applications.
- Public Relations and Media Outreach and management, a plus.

Email wict.rm.marcom@gmail.com with your interest in learning more!