



Women in Cable
Telecommunications™
Rocky Mountain

WICT RM Director, Strategic Partnerships

RESPONSIBILITIES:

- Fosters and nurtures strategic and supportive relationships with local and national organizations (“Strategic Partners”) whose missions, values, and efforts align with WICT’s.
- Attracts and recruits new Strategic Partners for WICT to support, socialize with, and cross-promote with on an ongoing basis.
- Continuous evaluation of the Strategic Partners and value provided
- Recruits WICT RM Board members and chapter members to volunteer for/at Strategic Partners’ events and programs (e.g. fundraisers, speaking opportunities, etc.).
- Recruits existing and new Strategic Partners to attend and support Tech It Out.
- Works closely with Marcom to cross-promote the events, programs, and missions of existing Strategic Partners via social media, email marketing, and/or other digital marketing strategies.
- Works closely with Sponsorship to develop strategic relationships/potential Strategic Partnerships with existing or new Sponsors.
- Provide updates at board meetings.

TIME COMMITMENT:

- All Board positions are a 2-year commitment
- Monthly Board Meeting
- ~~Monthly Executive Meeting~~
- Meeting with Sponsorship as needed
- Meeting with Marcom as needed
- ~5-7 hours per month for different tasks assigned above
- Expectation to participate in WICT events whenever possible (~2 times per month)
- Additional time as needed to meet/socialize with existing and new Strategic Partners