**WICT RM Chair, Newsletter Copywriter**

Job Brief:

We are looking for a zealous Newsletter Copywriter to support the WICT Rocky Mountain Marcom team, our organization and its mission. Our Copywriter Chair should be passionate about managing our WICT RM newsletters as it relates to Brand, Brand compliance, Communications excellence, detail and accuracy, as well as our mission to prioritize member recruitment AND member experience (value).

This is a volunteer position.

**Expected weekly commitment: 2+ hours per week. May increase prior to signature events or times we have multiple projects in flight.**

Job Duties:

This work will be a critical factor for the smooth communication of main events and activities to all Chapter members. User experience and engagement with our monthly and dedicated newsletters are most crucial.

Responsibilities:

* Creates a monthly and any required dedicated newsletters, including all upcoming events. This should include adding general non-WICT events that may be of interest to members, all WICT RM dates of importance, as well as WICT Global events and programs.
* Ensures accuracy, good grammar and aesthetics of the newsletter format.
* Must be comfortable working in Constant Contact to create and schedule newsletters.
* Works with Marcom Designers to create graphics for inclusion in the newsletters.
* Works with Marcom Website Chair to include links to the website in the newsletters.
* Own Constant Contact Analytics in support of email engagement usage and other relevant data to report back to the Board of Directors on a monthly basis. Interpretation of the data and ability to detect issues is important.
* Support Marcom team and the Board in promoting various projects.
* Support Social media Chair and Website Chair with writing content for the Social Media and/or website page contents as and if needed.
* Attend Bi-weekly Marcom meetings.
* When possible, attend quarterly Board meetings.
* Keep all Marcom documents in respective Google Drive folder and not on personal/work drives

**Core Skills:**

* Copywriting
* Constant Contact
* Understand of the WICT RM brand voice
* Presentations using Powerpoint
* Problem solving

Chair Signature/Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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