

COMMUNICATIONS DIRECTOR

The Communications Director role is a volunteer, voting Director position on the Board of Directors. The primary responsibility of the Communications Director is to manage all external, public- or member-facing Women & Hi Tech marketing and communications.

Term of Office: Two (2) years

Qualifications:

The Communications Director has demonstrated a willingness and enthusiasm to work towards the mission of Women & Hi Tech. She/he has demonstrated the ability to positively influence others and the proven ability to solicit and obtain substantial financial contributions. She/he has demonstrated knowledge of the STEM community and its changing needs.

The Communications Director has proven experience in information and communication management. She/he is passionate about marketing and communications, and has a demonstrated ability to execute a wide variety of strategies in fast-paced environment. She/he must be self-directed, and have demonstrated excellent project management and time management. Prior experience with non-profit communication is beneficial, but not necessary.

All Directors shall be a member in good standing at time of initial voting and must remain in good standing throughout their tenure.

Responsibilities:

- Execute all external communications in line with the bylaws, and non-profit regulations.
- Coordinate with appropriate Officer and/or Director to ensure all communications, marketing, and information provided to membership is accurate and timely.
- Ensure appropriate approval by the President or her/his delegate.
- Ensure brand consistency throughout all marketing and communications pieces (colors, logos, templates, etc.).
- Maintain the Women & Hi Tech website (technical maintenance, post blogs, core site updates, etc.)
- Maintain and monitor all Women & Hi Tech social media channels (Facebook, Twitter, Instagram, LinkedIn, YouTube)

- Take pictures at events, and manage photography vendors when necessary.
 - Maintain file storage databases for photography.
 - Source stock photography, when necessary.
- Manage on-site social media needs for Women & Hi Tech events.
- Lead new content creation initiatives to ensure brand consistency (e.g., information sheets, PPTs, banners, collateral, etc.).
- Send and monitor data for all Women & Hi Tech member and general emails.
 - Manage email lists.
- Proofread and QC all external content.
- Form and oversee communications committees as necessary.
- Manage external marketing and communications partners.
- Run various virtual Zoom events (EWF, Networking Events, etc.)
- Monitor Women & Hi Tech WHTINFO@Womenandhitech.org email box.

Time Commitment:

Women & Hi Tech is run by an all-volunteer Board of Directors, each of whom commit their time and resources to help advance the organization's mission. We don't take the term "working board" lightly. At any given time, a Director is leading her/his own area of responsibility while also contributing to other areas or the organization, including serving on committees, and representing Women & Hi Tech in the community at various events.

- 40-50 hours per month
- Board members are expected to attend at least 9 of 12 monthly board meetings per year (in person is preferred, with teleconference option available if unable to attend in person). Meetings are held downtown Indianapolis or virtually as scheduled from 11:30am-1:00pm on the first Wednesday of each month (with a few exceptions).
- Board members are expected to agree, in writing on an annual basis, to Women & Hi Tech's Board Participation Policy as well as the Board Code of Conduct and Conflict of Interest Policy.

