

## **ROLE PROFILE**

### **Role: Communications Committee Chair**

Reports to: INWA Board

#### **DUTIES AND RESPONSIBILITIES:**

Manage all communications, public relations functions and informational social media requirements of INWA to ensure two-way communication channels are functioning.

Responsibilities include the INWA Newsletters, updating Facebook and marketing and promotional materials, both print and electronic. Also responsible for duties outlined below as well as other duties required.

#### **Strategy Development**

- Lead the Board and Communications Committee in the development and implementation of INWA's Communication Strategy.

#### **Annual Events Activities**

- Assist with all design and production of events promotion and marketing communications
- Maintain consistent Brand image in all communications
- Search and research articles suitable for INWA's Newsletter and Facebook.
- Serve as liaison to INWA's Committees: advise Chairs, attend to meeting particulars (Skype), prepare agendas, attend meetings, and prepare minutes
- Address or forward and necessary comment on any social media to appropriate committee – with reply to addressee

#### **Public Relations**

- Represent INWA at any major Nordic Walking event worldwide, where possible, to promote the Federation.

#### **Customer Service Duties**

- Respond promptly to all incoming calls, voicemail, email, copying, faxing

#### **Federation Branding**

- Assist Executive Director where requested
- Other activities as necessary

#### **Financial Activities**

- Prepare and mail monthly advertising invoices
- Assist Director of Finance with collections if necessary
- Develop and monitor Communication budgets

**Supervision of Communications Committee**

- Assist leadership in carrying out INWA's mission
- Monitor membership satisfaction with the Newsletter and related activities
- Address appropriate activities related to Membership communications

**Office Management**

- Attend all Board meetings on Skype
- Organise regular Communication Committee meetings

**Financial Activities**

- Approve all Communication-related payments

**Content Management**

- Manage content, design, production, and distribution of INWA marketing tools and event material appropriate editorial content from Members, Board, and other contributors
- Write original material when necessary
- Submit technical articles for review when appropriate
- Copy, edit and proofread all material
- Select content and design
- Supervise printing and distribution

**Other Duties as Required or Requested**

- Work with Membership Chair to monitor and maintain communication with Members
- Communicate to all committees on PR activities
- Chapter all PR activity within the Events Diary
- Work with allied organisations - info sharing
- Manage participation in related Nordic Walking Events

**Website**

- Participate in website design and maintenance issues
- Monitor, manage and update articles

**SKILLS:**

- \* PR/Media or Communications Experience
- \* Sound leadership skills
- \* Effective negotiation skills
- \* Sensitivity to Membership needs and skill levels
- \* Excellent communications skills
- \* Work within standards of ethical business practice
- \* Capable of establishing priorities
- \* Proven accuracy and attention to detail
- \* Willingness to learn