

ROLE PROFILE

Role: Communications Committee Member

Reports to: Communications Committee Chair

DUTIES AND RESPONSIBILITIES:

To support the Communication Chair in the management of 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.

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

- Where required, represent INWA at any major Nordic Walking event worldwide to promote the Federation.

Customer Service Duties

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

Federation Branding

- Assist Chair and Commercial Director where requested
- Carry out other activities as necessary

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 Communications meetings on Skype

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

- Communicate committee 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 site design and maintenance issues
- Monitor, manage and update articles

SKILLS:

- * PR/Media or Communications Experience
- * Sound team 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