



## Vice President, Communications

Organization of Women in International Trade – Toronto

Objective	Manage all internal and external communication efforts to ensure news and information about OWIT–Toronto is disseminated to members, potential members, the media and other relevant constituencies in a timely and professional manner and in accordance with standards that convey a professional image of the organization.
Reporting Structure	Reports to the President and Board of Directors. Maintains close working relationships with the Board Admin and VP Events.
Key Accountabilities	<p><b><u>Internal</u></b></p> <p>Committee – secure and select qualified candidates for Chair and members to run and deliver on:</p> <ul style="list-style-type: none"> <li>• Newsletter – Quarterly at minimum + Annual Review &amp; Annual Welcome Letter</li> <li>• Social Media – Consistent posting especially around events (before and after).</li> </ul> <p>Events</p> <ul style="list-style-type: none"> <li>• Prepare event promotional material and graphics</li> <li>• Co-ordinate coverage of OWIT events, including write-up of event and photography of event</li> </ul> <p>Board</p> <ul style="list-style-type: none"> <li>• Proactively contact Board members on regular basis to get portfolio updates to include as news in newsletter and website</li> </ul> <p>Members/Prospective Members</p> <ul style="list-style-type: none"> <li>• Work with VP Membership to keep promotional materials up-to-date</li> <li>• Prepare editorial plan and source news for newsletter and website in conjunction with Chair of newsletter committee</li> <li>• Write and produce quarterly e-newsletter for members</li> <li>• Write and manage content in Member’s Only section of website;</li> <li>• Review Social Media pages (Linked In, Instagram etc.) and website news regularly and ensure info is updated, archived or</li> </ul>

	<p>removed as necessary</p> <ul style="list-style-type: none"> <li>• Manage communication strategy to OWIT-Toronto database</li> </ul> <p>Website</p> <ul style="list-style-type: none"> <li>• Coordinate updates with the Board Admin</li> </ul> <p><b><u>External</u></b></p> <p>Public Media</p> <ul style="list-style-type: none"> <li>• Maintain an up-to-date media list</li> <li>• Write news releases, as required, to promote OWIT–Toronto events and news.</li> <li>• Contribute OWIT-related news for occasional printing in select trade related publications or web sites.</li> <li>• Follow up with media to generate awareness for OWIT–Toronto that ideally will lead to publicity for the organization and its members</li> <li>• Fields media requests</li> </ul>
<p>Deliverables for each meeting</p>	<ul style="list-style-type: none"> <li>• Manage Committee updates on newsletter / social media</li> <li>• Content status for quarterly e-newsletter</li> <li>• Update on other related communications, ie. Event promotion</li> <li>• <u>Marketing Strategy Plan presented annually</u></li> </ul>