

Committee Member Position Description	
Committee Member:	Promotions and Marketing Officer
Board Support Members:	Fern Rice and Michelle Legg
1. Purpose of Position	
<p>The Wollondilly Women In Business (WWIB) network is a Not For Profit organisation conducted by a committee of volunteers and Board Members, aiming to improve professional development opportunities and empower women in business across the Wollondilly region. All work and activities conducted with WWIB are in alignment with the values of inspiring supporting and encouraging women in business.</p> <p>The purpose of the Promotions and Marketing position is to organise, coordinate and implement marketing/ promotion activities for WWIB.</p>	
2. Responsibilities	
<ul style="list-style-type: none"> 2.1 Review social media and marketing insights and create marketing strategies accordingly; 2.2 Liaise and collaborate with the Social Media Coordinator to implement social media tasks; 2.3 Develop and implement marketing campaigns for WWIB events, programs and initiatives. 2.4 Write reports and various business documentation; 2.5 Attend Committee meetings and WWIB events; 2.6 Positively contribute to WWIB strategic direction; and 2.7 Ad hoc duties as required. 	
3. Selection Criteria	
<ul style="list-style-type: none"> 3.1 Demonstrated experience using social media in a business context and knowledge of the Facebook insights function.; 	

- 3.2 Excellent written and verbal communication with the ability to work collaboratively with team members;
- 3.3 Ability to demonstrate WWIB values and to maintain privacy and confidentiality;
- 3.4 Ability to build positive relationships with the Wollondilly community, Committee Members, Board Members and other stakeholders;
- 3.5 Demonstrated time management and organisation skills.

4. Approval & Review

Approved By:	WWIB Board	Review Date:	January 2019
Committee Member Signature and Date:		Date:	