



Board of Directors Role Description

Title: Board Member for Marketing, Advertising, and Public Relations

Term: Two Years

Responsible to: Responsible to the Board of Directors, members of WIAL-USA, the broader Action Learning Community and the general public. Reports to Chair of WIAL_USA.

General Responsibilities:

1. Contribute to the strategic priorities and direction of WIAL-USA by participating in regular strategic planning and monitoring of performance towards plan results.
2. Represent WIAL-USA and its programs and services to stakeholders including community, funders, and potential clients.
3. Ensure the financial health of WIAL-USA through conformance of up-to-date fiscal policies and procedures and through ongoing analysis of financial reports.
4. Ensure effective performance of WIAL-USA's programs through ongoing program planning and evaluation.
5. Ensure conformance to federal, state, and local policies and procedures.
6. Periodically review and ensure familiarity with WIAL-USA policies, bylaws, strategic plan, roles and responsibilities, and budget.
7. Regularly attends and actively participates in all Board of Directors teleconferences and meetings. At a minimum, Board members are expected to attend two-thirds of all meetings.
8. Dedicates a minimum of five hours per week to WIAL-USA activities.
9. Contribute to submitting a blog at least twice a year and is expected to contribute to the quarterly newsletter with new information for the membership at large.
10. Stays informed regarding Board policies and committee matters, prepares well for meetings, and reviews minutes and reports.
11. The Board position has a term of 2 years. The incumbent's performance will be evaluated after 9 months.

Specific Responsibilities:

1. Responsible for planning, developing and implementing all of WIAL-USA's a marketing, advertising and public relations strategies, initiatives and activities that generate awareness of WIAL-USA's purpose and value, and to inspire interest and action of WIAL-USA members, the general public, and WIAL-USA stakeholders.
2. Oversees development and implementation of support materials and services and coordinates at the strategic and tactical levels with other functions of WIAL-USA.
3. Ensure articulation of WIAL-USA's desired image and position, assuring communication of image and position to all constituencies through online and printed media.
4. Responsible for design of WIAL-USA publications, including quarterly newsletter. Works with Association manager for production and distribution.



5. Coordinate the appearance of all WIAL-USA's print and electronic materials.

6. Develop short and long-range plans and budgets for marketing, advertising, and public relations programs and activities, monitor progress, assure adherence, and evaluate performance.
7. Recommend short and long-term organization goals to the Board of Directors and the Chairman.
8. Keep informed of developments in marketing, advertising, and public relations, and nonprofit management and governance.
9. Effectively leverage volunteers and WIAL-USA members so that they can take action on behalf of WIAL-USA by transmitting WIAL-USA's values, vision, and direction.