

## IBoD DIRECTOR COMMUNICATIONS JOB DESCRIPTION

*This is a voting position*

### NEWH Vision and Mission

**Vision:** “The Hospitality Industry Network”

**Mission:** NEWH is the international nonprofit community connecting the hospitality industry, providing scholarships, education, leadership development, and recognition of excellence.

### Expectations of International Board of Directors (IBoD) Members

- Read, understand, and agree to the following by signing:
  - [NEWH Code of Ethics, Rights and Responsibilities](#)
  - [NEWH Conflict of Interest](#)
  - [NEWH Code of Conduct](#)
  - [NEWH Travel Disclaimer](#)
- Understand that to serve in a leadership role in NEWH is a privilege and that actions represent and reflect upon NEWH. Through personal and professional conduct, uphold and maintain beyond reproach the dignity of NEWH. Avoid compromising the interests of NEWH for personal/professional benefit.
- Maintain confidentiality in all confidential matters.
- Foster Equity and Inclusion to support Diversity in all NEWH programs.
- Be informed about the mission, services, policies, and programs of NEWH. Understand the policies and procedures of NEWH.
- Be familiar with NEWH, Inc. finances, budget, and financial/resource needs. Obtain approval from NEWH, Inc. IBoD or Executive Committee prior to committing NEWH, Inc. funds, trade-outs and/or barbers.
- Help communicate and promote NEWH mission and programs to the community. Be alert to community concerns that can be addressed by NEWH mission, objectives, and programs.
- Ensure all records and other collateral materials remain the property of NEWH and are turned over to the successor or to the NEWH, Inc. Office.
- Attend and participate in required meetings on a regular basis.
  - Study agenda and supporting materials prior to Board and committee meetings.
  - Keep the “personal” out of Board and/or committee meetings.
- Attend Orientation / Training / Strategic Planning as required/requested.
- Attend IBoD meetings, *minimum of two per year required*.
- Attend biennial Leadership Conference.
- Provide a written report of goals, objectives, and activities 30 days prior to all IBoD meetings.
- Serve as requested by the President and Executive Committee in any project related to the mission of NEWH, Inc.

*\*Members of the IBoD share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

## Purpose

- Provide oversight and support for NEWH Chapters/Regional Groups in use of social media.

## Major Responsibilities (see Task List for More Details)

- With input from Vice-President of Communications based on the annual strategic planning session of the Executive Committee and feedback from the Executive Committee and IBoD on progress reports, facilitate the NEWH Chapters/Regional Groups in their use of communications.
- Create copy for post, research ideas for posts, design layouts.
- Participate in regular communications with the Vice-President Communications and NEWH, Inc. Staff, and Communication Chairs to assess communication initiatives, plans, progress.
- Participate in regular communications with Chapters to discuss communications strategies and ideas.

## Length of term

- The Director of Communications position is a two (2) year position, with a two (2) term maximum.
- No person shall serve on the NEWH, Inc. IBoD for more than ten (10) consecutive years.

## Accountability

- Reports to Vice-President of Communications, NEWH, Inc. President, and NEWH, Inc. Office.
- Submit reports for all Executive Committee and IBoD meetings on time.

## Outside Resources and Relationships

- Represent NEWH, Inc. and be aware of events being held by other industry organizations, businesses, and educational institutions.

## IBoD Director Communications Task List/Timeline

Timing	Category	Activity
As Required / Requested	Communications	Create copy for post, research ideas for posts, design layouts.
Monthly	Leadership	Participate in meetings with VP of Communications and NEWH Staff to assess communication initiatives, plans, progress.
Monthly	Leadership	Participate in meetings with Chapters to discuss communications strategies, upcoming events, Chapter communications, and to learn how to use various platforms.
Bi-Monthly	Leadership	Participate in meetings every other month with Communications Chairs, VP of Communications and NEWH, Inc. Staff to discuss communications strategies and ideas.
As Required / Requested	Leadership	Attend Orientation / Training / Strategic Planning as required/ requested.
Jan / May / Nov	Leadership	Attend IBoD meetings (2 of 3 each year). <ul style="list-style-type: none"> <li>Jan – via ZOOM.</li> <li>May – in conjunction with HD Expo in Las Vegas.</li> <li>Nov – in conjunction with BD/NY in New York.</li> </ul>
Jan / May / Nov	Leadership	Provide a written report of goals, objectives, and activities 30 days prior to all IBoD meetings.
Every 2 years	Leadership	Attend biennial Leadership Conference.