

IBoD VICE-PRESIDENT 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 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

- Oversee all activities related to communications designed to support the mission of NEWH, Inc.
- Promote NEWH, Inc. initiatives through marketing and communications.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

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

- With NEWH, Inc. Staff create and implement an overall communications plan in support of NEWH, Inc. initiatives, programs and events at the NEWH, Inc. level and at the Chapter/Regional Group level.
- Provide input based on the annual strategic planning session of the Executive Committee to the Director of Communications and Communications Chairs for use in oversight and managing of communications for NEWH, Inc., Chapters, and Regional Groups.
- Provide input based on the annual strategic planning session of the Executive Committee to the DesignLINQ chair for use in managing the DesignLINQ program.
- Empower and support Director of Communications and Communications Chairs in their oversight and managing of communications for NEWH, Inc., Chapters, and Regional Groups.
- Empower and support the DesignLINQ Chair in managing the DesignLINQ program.
- Participate in regular communications with the Director of Communications, Communications Chairs and DesignLINQ Chair to assess progress, address obstacles, and prepare progress reports to NEWH, Inc. Executive Committee and IBoD.
- Work with outside sources to create photography, videos, reels, and digital media that can be used for NEWH, Inc.'s purposes in educating members, followers and others about the organization, the initiatives, programs and history.
- Create graphics as required for messaging and post for organization.
 - Design posts and/or graphics as required for Social Media posts
 - Please note: all other graphic materials are created by our graphics contractor managed by NEWH, Inc. Staff.
- Formulate budget with assistance of NEWH, Inc. Staff and Vice-President Finance.
 - Adhere to all budgets as forecasted.

Length of Term

- The Vice-President 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 NEWH, Inc. President; NEWH, Inc. IBoD/Executive Committee; 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 Events Vice-President Communications Task List/Timeline

Timing	Category	Activity
December/January	Leadership	Formulate budget with assistance of NEWH, Inc. Staff and Vice-President Finance.
Ongoing	Communications Program	With NEWH, Inc. Staff: <ul style="list-style-type: none"> Set Communications schedule for NEWH, Inc. for first and second quarters. Adjust for new events.
Ongoing	Communications Program	With NEWH, Inc. President: <ul style="list-style-type: none"> Promote NEWH, Inc. events and mission NEWH, Inc.
Ongoing	Communications Program	With NEWH, Inc. Vice-Presidents and Directors: <ul style="list-style-type: none"> Meet with VPs and Directors at the beginning of the year to discuss upcoming events and schedules. At Executive Committee Strategic Planning meeting with VPs to finalize any messaging for 2nd 3rd and 4th quarters. Work with Communication Chairs and disciplines on the messaging for the disciplines' initiatives and events.
Ongoing	Communications Program	With NEWH, Inc. Staff: <ul style="list-style-type: none"> Oversee and design social media announcements. Conduct research and write copy for posts and/or articles. Respond on behalf of NEWH to direct messages received through social channels. Design posts and/or graphics as required for Social Media posts <ul style="list-style-type: none"> Please note: all graphic materials are created by our graphics contractor managed by NEWH, Inc. Staff.
Ongoing	NEWH, Inc. website	Help maintain the integrity and creativity of the NEWH, Inc. website, keeping it up to date with current website trends and ideas. (Not required to do any actual website creation, coding, etc.; this work will be done by NEWH, Inc. website developer/designers)
Ongoing	NEWH Magazine	<ul style="list-style-type: none"> Assist NEWH, Inc. Staff with NEWH Magazine as required. Promote NEWH magazine through social media.
	Leadership Conference	<ul style="list-style-type: none"> 22 months prior to Leadership Conference, begin working with Leadership Conference Committee on announcement schedule, speaker highlights, and marketing for event, including chapter and Leadership sponsor marketing for event up to the actual event. 6-8 months prior to Leadership Conference attend weekly calls with LC Committee to highlight speakers, announcements, sponsorship.

		<ul style="list-style-type: none"> At Leadership Conference make live posts to market events, participants, speakers and sponsors.
Ongoing	Virtual events	Attend virtual events for posting live in NEWH, Inc. stories. Create content through interviews with attendees that can be posted on all platforms.
During Planning	Leadership	Provide input based on the annual strategic planning session of the Executive Committee to the Director Social Media for use in oversight and managing of social media for NEWH, Inc., Chapters, and Regional Groups and to the DesignLINQ chair for use in managing the DesignLINQ program.
As required	Leadership	Empower and support Director Social Media in their oversight and managing of social media for NEWH, Inc., Chapters, and Regional Groups: <ul style="list-style-type: none"> Creating and implementing goals Providing guidance on utilizing social media Providing support for outreach to affiliated organizations Participating in regular communications to assess progress, address obstacles, and prepare progress reports to NEWH, Inc. Executive Committee and IBoD.
As required	Leadership	Empower and support DesignLINQ Chair in their oversight and managing of social media for NEWH, Inc., Chapters, and Regional Groups: <ul style="list-style-type: none"> Creating and implementing goals Providing guidance on utilizing social media Providing support for outreach to affiliated organizations Participating in regular communications to assess progress, address obstacles, and prepare progress reports to NEWH, Inc. Executive Committee and IBoD.
Monthly	Leadership	Participate in monthly NEWH Executive Leadership Committee calls.
Quarterly	Leadership	Participate in Quarterly calls with NEWH Communications staff for planning, reviewing new trends, review new initiatives and discuss pros and cons for the current plan.
As Required / Requested	Leadership	Attend Orientation / Training / Strategic Planning as required/requested.
Feb / May / Nov	Leadership	Attend IBoD meetings (2 of 3 each year). <ul style="list-style-type: none"> Feb – via ZOOM. May – in conjunction with HD Expo in Las Vegas. Nov – in conjunction with BD/NY in New York.
Jan /April / October	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.