

IBoD BRANDED CHAIR JOB DESCRIPTION

This is a non-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 the NEWH, Inc. IBoD or Executive Committee prior to committing NEWH, Inc. funds, trade-outs and/or barter.
- 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 January IBoD meeting, which is held via ZOOM, if possible. Chairs are welcome to participate in other IBoD meetings in person or via zoom at personal expense.
- Provide a written report of goals, objectives, and activities to Director or Vice-President 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

- Manage the development and implementation of BrandED events.
 - It is highly recommended these BrandED Chairs have experience communicating with high level brand professionals and understand how to conduct themselves accordingly.
 - There may be multiple Chairs for BrandED events with responsibilities for live events and/or virtual events.

Major Responsibilities (see Task List for More Details)

- With oversight, guidance, and support from the Director Brand Programs, work with NEWH, Inc. Office as necessary to develop and implement BrandED events.
- Manage relations with existing Brand Partners with the highest level of courtesy and customer service.

Length of Term

- The BrandED Chair position is two (2) years and may serve two (2) terms.

Accountability

- Reports to the Director Brand Programs.
- Submit information for Director Brand Programs to use in IBoD reports 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 BrandED Chair Task List/Timeline

Timing	Category	Activity
As requested	BrandED events	<p>With oversight, guidance, and support from Director Brand Programs, and in collaboration with the Brand Partners and the local Chapter, develop and implement BrandED events.</p> <ul style="list-style-type: none"> • Venue: In collaboration with the Brand Partner, the Director Brand Programs, and the local Chapter, establish the location of the BrandED event. Consider any requirements, restrictions, and limitations. • Manage other BrandED event details such as hotel contract, food & beverage, audio-visuals, other event details including Chapter engagement.
As requested	BrandED events	<p>Assignments regarding any specific BrandED event program are made by the Director Brand Programs, typically with the Chair being asked to manage the development and implementation of 1-2 BrandED events per year.</p>
As requested	BrandED events	<p>BrandED Chairs are not required to travel to the events they manage. To attend a BrandED event would require confirmation from the Director and would be at personal expense. The contact on the BrandED Team that attends all BrandED events is the Director Brand Programs, who is the moderator at the event. If the Director is not able to attend, the Chair may be asked to attend the event as the moderator.</p>
As requested	Brand Partners	<ul style="list-style-type: none"> • Manage relations with existing Brand Partners with the highest level of courtesy and customer service. • Keep the Director Brand Programs informed of all interactions with Brand Partners.
As requested	Marketing	<p>As requested, assist the NEWH, Inc. Office as they manage marketing for the BrandED event.</p>
Monthly, at minimum	Leadership	<p>Participate in regular communications with Director Brand Programs on all Brand activities.</p>
As Required / Requested	Leadership	<p>Attend Orientation / Training / Strategic Planning as required/ requested.</p>
Jan / May / Nov	Leadership	<p>Attend January IBoD meeting, which is held via ZOOM, if possible. Chairs are welcome to participate in other IBoD meetings in person or via zoom at personal expense.</p> <p>IBoD meetings.</p> <ul style="list-style-type: none"> • Jan – via ZOOM. • May – in conjunction with HD Expo in Las Vegas. • Nov – in conjunction with BD/NY in New York.
Jan / May / Nov	Leadership	<p>Provide a written report of goals, objectives, and activities to Director or Vice-President 30 days prior to all IBoD meetings.</p>