

IBoD DIRECTOR BRAND PROGRAMS 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 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 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

- Manage the BrandED program for NEWH, Inc. membership and Chapters/Regional Groups.

Major Responsibilities (see Task List for More Details)

- With input from Vice-President Events based on the annual strategic planning session of the Executive Committee and feedback from the Executive Committee and IBoD on progress reports, facilitate the BrandED Chairs to develop and implement BrandED programs.
- Develop/manage relationships with Brand Partners for the purpose of developing BrandED programs for NEWH, Inc. membership and Chapters/Regional Groups. These relationships require a high level of customer service with Brand Partners. It is highly recommended this Director have experience communicating with high level brand professionals and understand how to conduct themselves accordingly.

Length of Term

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

Accountability

- Reports to Vice-President Events, 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 Brand Programs Task List/Timeline

Timing	Category	Activity
As needed	Brand Partners	<ul style="list-style-type: none"> • Develop/manage relationships with Brand Partners for the purpose of developing BrandED programs. • Coach BrandED Chairs in their managing relationships with Brand Partners. • Engage in discussions/planning on NEWH, Inc. programs that may involve Brand Partners. • Provide contacts or connect NEWH, Inc. or BrandED Chairs with the appropriate brand professionals when developing programs.
As needed	BrandED Chairs	<p>Facilitate BrandED Chairs to manage the creation and delivery of BrandED programs for NEWH, Inc. membership and Chapters/Regional Groups.</p> <ul style="list-style-type: none"> • Assign BrandED Chairs to develop/execute specific BrandED events. • There may be multiple BrandED Chairs with responsibilities for live events and/or virtual events. • Facilitate/participate as needed with BrandED Chairs in the development/execution of BrandED programs. • Review/approve BrandED program details during the program development process - content, location/venue, agenda/dinner plans, virtual details, etc. • Work with Vice-President Events to prepare BrandED program details prior to any communications to Executive Committee.
As needed	Marketing	<ul style="list-style-type: none"> • Facilitate/participate as needed with BrandED Chairs in the development/execution of marketing plans for BrandED programs. <ul style="list-style-type: none"> ○ Please note: all graphic materials are created by our graphics contractor managed by NEWH, Inc. Staff. • Have BrandED Chairs check all marketing materials for accuracy related to specific programs. • Review/approve all marketing plans/materials before they are executed. <ul style="list-style-type: none"> ○ Please note: all graphic materials are created by our graphics contractor managed by NEWH, Inc. Staff • Communicate marketing plans/details with Vice-President Events, Vice-President Communications, and Director Social Media, NEWH, Inc. website, NEWH Magazine, and emailers to align with their schedules of required collateral requirements.
Cadence to be set	Leadership	<p>Participate in regular communications with Vice-President Events and NEWH, Inc. Staff to assess progress on programs, address obstacles, and prepare progress reports to NEWH, Inc. Executive Committee and IBoD.</p>

Cadence to be set	Leadership	Participate in regular communications with BrandED Chairs and NEWH, Inc. Staff to assess progress on programs, address obstacles, and prepare progress reports to NEWH, Inc. Executive Committee and IBoD.
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"> • 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	Provide a written report of goals, objectives, and activities 30 days prior to all IBoD meetings.
Every 2 years	Leadership	Attend biennial Leadership Conference.