

## Stollery Women's Network

### Position Description: Marketing & Communications sub-committee

The Stollery Women's Network (SWN) is a diverse group of supporters from backyards across Alberta, united in action with the Stollery Children's Hospital Foundation (the Foundation) to give kids the best chance to live a long and healthy life.

#### Purpose of position

- Reporting to the SWN marketing & communications sub-committee lead, members are responsible for supporting SWN communication platforms and mediums

#### Responsibilities and duties

- Promote SWN events through social media, e-newsletters and e-blasts
- Write stories and other content for SWN website, e-newsletters and social media
- Support the communication and social media committee lead(s)
- Follow the Foundation brand standards at all times

#### Qualifications

- Passion for excellence in children's health
- Experience in communications is considered an asset
- Excellent written and verbal communication skills
- Ability to work with a wide variety of personalities and situations
- Excellent interpersonal skills: open, approachable, tactful and politically sensitive

#### Expected commitment

- Attend and participate in SWN orientation session (**June/July**)
- Attend SWN bi-annual meetings (**March**, overview of the year and key message training and early **October**, six-month check-in on annual plan progress)
- Attend marketing & communication sub-committee meetings as scheduled by lead (in person or via video/phone)
- Engage in and promote SWN social media platforms
- Attend and promote SWN events, and promote Foundation events and programs
- Term commitment: two years with possible one year extension

\*Terms are subject to revision in the event that deliverables and/or commitments are not fulfilled

#### Relationships & Interdependencies

- SWN marketing & communications lead – reports directly to this position; work in collaboration and alignment to fulfill Network priorities, ensure consistency in messaging
- SWN program director – work in collaboration and alignment to fulfill Network priorities, ensure consistency in messaging
- Sub-committee members – collaborate to fulfill Network priorities, ensure consistency in messaging
- Network - build and maintain relationships



## **Training**

- On-boarding process includes an orientation to the Network with the SWN program director and chair, hospital tour and volunteer opportunity at an upcoming event or breakfast/giving comfort program shift (when available)