

Stollery Women's Network

Position Description: Communications Sub-Committee Lead

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 all kids the best chance to live a long and healthy life.

Purpose of position

- Reporting to the SWN Co-chairs and supported by the SWN program director, the communications sub-committee lead is responsible for managing SWN communication related platforms, sub-committee members and strategic planning

Responsibilities and duties

- Set and achieve annual goals for communications sub-committee in collaboration with the Advisory i.e. monthly social media metrics
- Assign duties to sub-committee members (writing, social media, photography, etc.)
- Develop communications strategies to fulfill strategic priorities
- Create and maintain annual communications calendar for SWN
- Review communication metrics to ensure goals are being met
- Convene and lead sub-committee meetings as needed
- Attend and participate in annual strategic planning session (October/November) and six-month annual plan progress review (May/June)
- As sub-committee lead, you are also a member of the advisory and would attend all advisory meetings acting as the representative of your committee
- Manage performance of members as required

Qualifications

- Passion for excellence in children's health
- 3-5 years experience in Marketing & Communications
- 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**)
- Participate in Advisory annual planning session (**October/November**), and monthly Advisory meetings
- Attend SWN bi-annual meetings (**March**, overview of the year and key message training and **October**, six-month check-in on annual plan progress)
- Engage in and promote SWN social media platforms
- Attend and promote SWN events including Stollery Spotlight
- Lead and attend sub-committee meetings as scheduled (in person or on the phone)
- Engage in and promote SWN social media platforms
- Term commitment: two years with possible one year extension*Terms are subject to revision in the event that deliverables and/or commitments are not met

Relationships & Interdependencies

- SWN co-chairs – 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 – provide leadership and direction, manage performance of members as needed, build and maintain relationships
- Network - build and maintain relationships

Requirements

- Interview with SWN program director and two members of Advisory
- Up-to-date background check
- Age 18 and over

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)

Relationships & Interdependencies

- SWN chair – 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 – provide leadership and direction, manage performance of members as needed, build, and maintain relationships
- Network - build and maintain relationships

Requirements

- Interview with SWN chair, SWN program director and one Advisory member
- Up-to-date background check
- Age 18 and over

Training

- On-boarding process includes an orientation presentation with the SWN program director and when possible, a tour of the Hospital