### Position Profile: WIB National Communications Vice Chair

WIB is committed to encouraging and promoting women from all backgrounds and career levels across the life sciences continuum via networking events, professional development programs, seminars, workshops, and educational programs. WIB creates connections, encourages entrepreneurship, and provides women with the tools to reach the highest positions of influence and responsibility within the life sciences industry.

### Our Mission

WIB is a multifaceted organization of professionals committed to promoting the careers, leadership, and entrepreneurship of women in the life sciences.

The National WIB Communications Vice-Chair works closely with the National Communications Chair and the WIB National Marketing Staff (i.e., Marketing Administrator and Marketing Associates) to create strategies for event promotion, engage new members, and social media tactics. The Communications Vice Chair provides recommendations to National regarding Communications Policies and works with chapters to implement these new policies.

The Vice Chair is expected to abide by WIB’s bylaws, policies, and Code of Conduct. They must respect fellow volunteers and work collaboratively with the other leaders within their sub-committee.

**Term:** Minimum of one year, maximum two years; must serve at least one year as Vice Chair before the transition to Chair role

### Responsibilities (working in consultation with National Communications Chair):

- Co-lead monthly Communications Committee Leader calls and distribute minutes within **one week** of the call; ensure robust attendance from chapter-level Communications volunteer leaders.
- Establish routine touchpoints with individual chapter Communications volunteer leaders; minimally two (2) calls/year.
- Provide oversight on current policies and develops recommendations on new Communications policies, as needed, to National WIB.
- Oversee marketing activities and communications by National WIB, including website development.
- Act as point of contact for Chapter Communications Chair/Vice Chair.
- Develop strategies to amplify the visibility for National WIB Initiatives.
- Maintain WIB National LinkedIn page in collaboration with WIB National Marketing Staff.
- Attend monthly National Committee Leader call and establish a working relationship with other National Committee Chairs/Vice Chairs and WIB staff.
- Maintain familiarity with National WIB policies and guidelines.
- To serve as a link between National and Chapters.
- Reinforce collaboration with other organizations while maintaining differentiating message.
- Promote outreach to the life sciences community at large.
- Guide and train committee members and ensure succession planning for the committee.

### Requirements:

- WIB member for at least one year, in good standing with the organization.
- Proven track record of crafting and executing social media posts; experience with Canva and Hootsuite is a plus.
- Exceptional at building relationships between Chapters to create an open dialogue on best practices for communication strategies.
- Comfortable leading large cross-sectional teams and effectively guide communication initiatives for WIB across all Chapters.
- Experience in developing and growing leaders is a plus.