### Position Profile: Executive Women In Bio Communications Lead

Executive Women In Bio (EWIB) is the life science community’s preeminent resource for executive women. EWIB champions for greater diversity in the industry and empowers women leaders at the highest levels by hosting robust professional development programs, creating targeted networking events, and fostering executive communities that amplify and support each other.

The EWIB Communications Lead works closely with the EWIB Chair, Founder, and Senior Program Manager to elevate and expand the EWIB brand, engage new members, promote current members, and champion greater diversity across the industry. The EWIB Communications Lead will create marketing strategies (including social media and print media) for program and event promotion, content to engage members and future members, and tactics to elevate and expand the EWIB brand, and where appropriate, Boardroom Ready Alumnae.

The EWIB Communications Lead is expected to abide by National 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

**Responsibilities (working in consultation with WIB National Communications Chair):**

- Participate in bi-monthly EWIB Leader calls and distribute minutes within one week of the call; ensure robust attendance from chapter-level volunteer leaders
- Provide oversight on current policies and develops recommendations on new Communications policies, as needed, to National WIB
- Assist Senior Program Manager with marketing activities and communications by, including website development
- Maintain EWIB National LinkedIn page and Boardroom Ready Alumnae Page in collaboration with WIB National Marketing Staff
- Ensure timely social media posts of all EWIB and Boardroom Ready Alumnae appointments and events
- Seek opportunities to expand and elevate EWIB and Boardroom Ready brand through media, social media, recognition, marketing, and branding opportunities.
- Where appropriate amplify recognition and successes of Boardroom Ready Alumnae
- Attend monthly National Communications call and establish a working relationship with other National Committees and WIB staff
- Maintain familiarity with National WIB policies and guidelines
- Serve as a link between National and Chapters
- Collaborate with other organizations while maintaining differentiating message
- Work with WIB National to ensure timely updates to all external marketing avenues (website, social media, fundraising materials, and additional collateral)
- 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