

## Marketing

Role Title	Marketing
Role Purpose	<p>Board members support the President and CEO of Women in Transport by providing strategic advice and support in the pursuit of advancing women working in transport, volunteering their time and expertise on a regular basis.</p> <p><b>Marketing</b> Ownership of the marketing strategy for Women in Transport, media partnerships and leading a team of volunteer Marketing/Social Media Ambassadors to support communications and social media.</p>
Time commitment	Estimated at 0.5 a week or 15-20 hours a month
Volunteer Name	[Vacancy]
Reports To	Vice President
Status	Volunteer
Duration	6 month probation, quarterly reviews, maximum term in any one role of 4 years
Subject to Conditions	As per <a href="#">Volunteer Agreement</a>

Remit	Experience/Skills Required
<p><b>General Board responsibilities</b></p> <ul style="list-style-type: none"> <li>Regularly attend and contribute to Board meetings (4-6 per year)</li> <li>Attend relevant WiT events to support the activities and the development of WiT.</li> <li>Provide solid advice to the President and CEO to assist with decision making, and challenging current practice and progress to ensure that WiT meets its mission whilst operating in a responsible manner.</li> <li>To safeguard the good name,</li> </ul>	<p>Must be a member of WiT for at least a year by 13 May 2021</p> <ul style="list-style-type: none"> <li>Solid marketing and social media experience ideally in LinkedIn, Twitter and Instagram</li> <li>Experience of website management, design and content management would be beneficial</li> <li>Project management/team management skills</li> <li>Works independently, with minimum supervision</li> <li>Has a passion for supporting</li> </ul>

## Marketing

- reputation and values of the WiT
- To ensure the financial stability of WiT
- To use any specific skills, knowledge or experience you have to help the Board reach sound decisions, this will involve:
  - o Scrutinising board papers
  - o Leading discussions
  - o Focusing on key issues
  - o Providing guidance on new initiatives and on others areas in which you have specific expertise
- You will be invited to attend all key events e.g. Receptions, APPG events.
- You are expected to portray a positive image of WiT by displaying high standards of service, integrity, punctuality, politeness and professionalism.

### Marketing responsibilities

- Review marketing strategy on a quarterly basis including website and social media analytics
- Ownership of media partnerships with Intelligent Transport, Transport Times and WORK180 to ensure we are delivering on our commitments and manage annual renewals
- Agree role profiles for each Marketing/Social Media Ambassador
- Training and support of the Marketing/Social Media Ambassadors as required
- Arrange monthly Marketing/Social Media Ambassador catch ups
- Lead one of the volunteer inductions per quarter (one hour Zoom) to talk to potential volunteers for WiT.
- Report on activity at board meetings

### Key marketing projects for 2021/2022

- Refresh of the Who We Are page

women working in transport in a positive manner

- Excellent communications skills
- You must maintain the confidentiality of any personal data shared with you in undertaking your duties, ensure that this information is kept secure and not shared for any other purpose or without the consent of the individuals in line with our [privacy policy](#)

# Board: Volunteer Role Profile



## Marketing

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<p>to ensure all board members, patrons and volunteers are profiled</p> <ul style="list-style-type: none"><li>• Coordinate with regional hub leads to ensure they have a hub webpage using Scotland as a guide</li><li>• Creating a new Women in Transport video</li></ul>	
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