

## **Position: Communications & Marketing**

**Reports to: Chair - Operations Team**

**About the role: The WASH Rotary Action Group encompasses great work, great goals, and great members. The Communications and Marketing Chair will ensure our goals, accomplishments, and needs are presented to a global market of both Rotarians and non-Rotarians.**

### **Role and Tasks:**

**Develop an overall marketing strategy. This will include**

- **Determining and advising on the best use of alternate media**
- **Advising when to use the newsletter, one-topic bulletins etc**
- **Helping to prepare overall communications/marketing strategy for major events e.g. the annual World Water Summit, webinars, etc.**
- **Develop linkages with non-English speaking Rotarians**
- **Manages marketing consultancy contract**
- **Works with the Newsletter Team to explore new areas of information of interest and relevance to our membership.**

**Develops marketing materials that can be used to promote the WASH Rotary Action Group's goals, mission and objectives.**

**Expands and increases visibility of WASH Rotary Action Group's mission, work and activities within and outside of Rotary.**

- **Works with IT team to expand WASH Rotary Action Group's digital footprint online and through social media.**
- **Works with the Membership Team Lead to increase visibility about the benefits of WASH Rotary Action Group membership.**
- **Works with the Membership Satisfaction Team Lead to increase visibility of WASH Rotary Action Group activities, including the Annual General Meeting, all contests, and special events organized to promote and enhance WASH Rotary Action Group membership.**

### ***Additional Information:***

- ***All positions on the WASH Rotary Action Group operations team are unpaid, volunteer positions***
- ***Only shortlisted candidates will be contacted for follow up. Follow-up for shortlisted candidates includes an online interview.***
- ***Candidates must be able to work in the English language and attend meetings on alternate Sunday mornings at 8.00 am Eastern Time (N. America). Candidates need a good internet connection and experience working with remote teams is essential.***
- ***Experience working with Rotary clubs at a district level or higher is highly desirable.***
- ***Successful candidates should expect to work for three to five hours a week outside of regular meetings, with workloads increasing at peak times of the year.***