***WRJ Mission Statement***



*Women of Reform Judaism (WRJ) strengthens the voice of women*

*worldwide and empowers them to create caring communities, nurture congregations, cultivate personal and*

*spiritual growth, and advocate for and promote progressive Jewish values.*

**Vice President Marketing and Communications**

Leaders become great, not because of their power, but because of their ability to empower others

**Objectives:**

* Develop and implement marketing and communication strategies to enhance awareness of District activities

**Expectations/Responsibilities:**

* Attend District Board meetings, Conventions and Interim meetings
* At the beginning of term, train new chairs (Web Mistress, Newsletter Chair, Directory Chair, Archival Curator/Digital Social Media) and support them in fulfilling their duties
  + schedule regular meetings to provide support and get status reports
* Evaluate effectiveness of District’s current communication and social media, i.e., website, Face Book, Twitter, Zoom, Wild Apricot, etc., and offer suggestions, if needed
  + keep abreast of annual renewals/payment to Wild Apricot, Zoom and Go Daddy, etc. with District President
* Request sisterhoods send information, flyers, articles, pictures and videos on events and programs for newsletter and website; include both upcoming and those which have already occurred
* Request sisterhood presidents register on District website (Wild Apricot) and ‘like’/follow District Face Book page; encourage presidents to share this with membership
* Work with 1st VP and Convention Committee Chair(s) on a Convention marketing plan
* Ensure District Area Days are publicized on District website and emails are regularly sent to sisterhoods and District Board members such District events
* Coordinate with Corresponding Secretary to maintain current District email list
* Attend WRJ Conferences when possible
* Be active in your local sisterhood
* Serve as a role model

**Qualifications:**

* Knowledge of and adherence to WRJ's Constitution, mission statement and initiatives
* Knowledge of District Constitution, By-laws and Treasurer’s Guide
* Understand duties and responsibilities of position & be able to devote time required to fulfill them
* Have vision, interpersonal communication skills, critical thinking ability and patience, be strategic, authentic, self-aware, open-minded, creative, flexible, responsible, dependable, tenacious, and always strive to continuously improve oneself, the women you work with and the organization