

**YWCA Women of Distinction Awards
Planning Committee Position Descriptions**



Location	YWCA Edmonton
Position Title	YWCA Women of Distinction Communications/Marketing Sub-Committee Chair
Purpose	To recognize women's achievements and contributions To increase YWCA visibility to the community To generate revenue for the YWCA
Committee Expectations	<ul style="list-style-type: none"> • Attend all regular Planning Committee meetings and submit regular progress reports • Communicate fully with other committee members to ensure accurate and timely information • Respect committee deadlines for production of all aspects of event • Attend Nominees Reception (early May) • Assist with set up on day of Awards Gala if possible • Attend Awards Gala (early June) • Submit final report, and binder or file of information related to their area of responsibility • Enjoy well-deserved admiration after the event!
Key Committee Responsibilities	<ul style="list-style-type: none"> • With guidance from YWCA Communication Manager create timeline for development and placement of all advertising • Negotiate multi-media coverage for all aspects of the WOD event • Obtain as much coverage and media sponsorship for event • Act as liaison to media; maintain high level of communication throughout campaign; actively recruit media participation in events • Liaise with major media partners (print, television, radio) • Negotiate promotional space/time with other media wherever possible, without infringing upon sponsorship agreement with major media partners • Work in tandem with YWCA Communication Manager to coordinate publicity and ensure all marketing materials accurately reflect YWCA image/message • Under direction of YWCA Communication Manager, write media releases and public service announcements throughout campaign; e.g., kick-off of nominations, number of nominations received, promote ticket sales, announce Award Recipients • Present developed ads to Co-Chairs for approval as per schedule (launch, nominations promos, list of nominees, ticket sales promos, list of Award Recipients, thank you ads). All ads, etc. are proofed by YWCA Communication Manager • YWCA Communication Manager to obtain official greetings from government dignitaries, etc. • Work with Sponsorship Sub-Committee to ensure Category Sponsors are photographed with Recipients

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	<ul style="list-style-type: none"> • Coordinate placement of photographs in appropriate advertising and printed program • Create final photo album of event for YWCA records • Provide marketing support to other sub-committees as required • Coordinate and oversee production of printed materials (nomination form, Awards Gala program, sponsor certificates, letterhead, nominees' certificates, etc.) • Ensure all Sponsor logos are included where required • Negotiate with Printer (with guidance from YWCA Communication Manager) for all major WOD printed materials • Obtain donated services as required (e.g., printed certificates for performers or volunteers) • Obtain ALL information required for production of Awards Dinner printed program and deliver to Printer (messages from YWCA Board, ED, Co-Chairs, Category Titles and Descriptions, Award Patrons' corporate bios and logos, nominee bios and photos, list of donors and supporters, committee/volunteer names, Board of Directors, list of previous year's award recipients, etc.) • Proof/edit printed program with YWCA Communication Manager for final approval • Write "action item" script for event; distribute to YWCA Communication Manager for approval • Distribute evening program to emcees, A/V, all stage participants • Develop written script for emcees and deliver at least one week in advance; ensure other speakers have notes or speeches as required • Review all Award Presenters speeches • Check with Ticket Sales to ensure all VIPs and Dignitaries are properly acknowledged in stage script • Obtain names of Award Presenters from Sponsorship Sub-Committee Chair
<p>Relationships</p>	<p>Reporting to YWCA Communication Manager Closely work with the Awards Dinner Sub-Committee Chair</p>
<p>Qualifications</p>	<ul style="list-style-type: none"> • Excellent communication skills, both written and verbal • Organizational skills • Criminal background check
<p>Training</p>	<p>Interview process and volunteer screening YWCA Women of Distinction Committee Orientation</p>
<p>Appointed by</p>	<p>YWCA Women of Distinction Co-Chairs</p>
<p>Reports to or Partners with</p>	<p>YWCA Women of Distinction Co-Chairs YWCA Women of Distinction Planning Committee Leads</p>

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Length of Appointment	2 years
Time Commitment	One meeting per month (October to February) Two meetings per month (March to May) Sub-committees meet as required