



AWTE Board Positions

About the AWTE	<p>Stay Connected, Stay Ahead with the AWTE</p> <p>Our vision as an organisation is to support and inspire people to learn, grow and thrive in the travel and hospitality industries.</p> <p>Our mission is to provide a creative, innovative, and safe space for the support and personal development of our members. Whilst shaping a more inclusive and equal industry.</p> <p>We aim to:</p> <p style="text-align: center;">Develop, Inspire, Support, Collaborate, with an Open mind.</p>
Role on the Board	PR Director
Location:	Remote
Role Overview	<p>The Public Relations Director role is to liaise with the travel industry and relevant press to be a voice for AWTE. Generating media interest and opportunities.</p> <p>The role is at the heart of “who we are” and “what we stand for” messaging to the wider audience. We want to have a voice and the PR Director will collate our standard messaging in terms of where we stand on certain topics and current issues. These should be discussed with the board and agreed with the Chair before agreements are made.</p>
Key Responsibilities will include:	<ul style="list-style-type: none">• The PR director will initiate a relationship with all media relations; TTG Media, Travel Weekly, Travel Mole, Travel Gossip and any other organisations that we feel would benefit the Association.• Create a PR plan for the next 12 months ahead in line with our web/coms plan.• Create press releases to generate coverage supporting the AWTE events and news.• Work with the Secretary/special projects Director to create news on white papers such as gender pay gap etc or other



	<p>relevant industry news of the time to add AWTE voice where appropriate / relevant / necessary.</p> <ul style="list-style-type: none">• Respond to requests for information from the media or designating a spokesperson or source of information.• Build and maintain a positive public image for AWTE.• Represent the AWTE at industry events and actively recruit new members.
Additional Responsibilities	<ul style="list-style-type: none">• Covering for other members of the Board when on annual leave or overseas at conference• Working closely with the events team in the run up to the Annual Christmas Lunch and Awards• Contributing content for the monthly newsletter supporting the Communication Director
Role Expectations	<ul style="list-style-type: none">• You need to be able to dedicate time in the working week to be able to support the AWTE.• Need to be available to attend monthly remote Board meetings.• Need to submit a Board report each month in advance of the Board Meeting to the central drive.• Need to be able to attend AWTE events where possible.
Reward & Benefits	<p>This role is a voluntary role.</p> <p>Benefits</p> <ul style="list-style-type: none">• An opportunity:<ul style="list-style-type: none">○ to enhance your Personal Development○ Grow personal and professional network.○ to raise your personal profile <p>Reward</p> <ul style="list-style-type: none">• As a token of thanks for the time invested, we will offer a complimentary place to the Annual Christmas Lunch and Awards in London. If you are not based in London the AWTE will cover your travel expenses too.

The above list is not exclusive or exhaustive and you will be required to undertake such tasks as may be reasonably be expected within the scope of the position.

The Candidate

Specific **skills, experience, and qualities** the AWTE is looking for from the ideal candidate:

- Must have been a member of the AWTE for 12 months.
- A determined individual who possesses patience and a good sense of humour
- Passionate about the AWTE mission and values
- Experience in the travel industry is an advantage.



- A strong leader, with excellent people skills
- The ability to work to deadlines and targets.
- An ability to work collaboratively with the wider Board.
- Good organisation and administration skills
- Excellent communication skills