



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	Communications Director
Location:	Remote
Role Overview	The Communications Director is responsible for all membership emails and social media communications.
Responsibilities:	<p>Key responsibilities will include:</p> <ul style="list-style-type: none">• Be responsible for AWTE email communications with the membership and travel industry.<ul style="list-style-type: none">○ Monthly emails○ Event email communications - Solus• Create a 12-month communication plan, which is presented at the June Board meeting• To work with memberships director/s to add new members / company members to our database to receive monthly newsletters.• Liaise with the PR, Membership and Events directors to ensure news and social media work cohesively together.• Represent the AWTE at industry events and actively recruit new members.



	<ul style="list-style-type: none"> • Create and post relevant trade / AWTE news across all social media channels including Instagram Facebook LinkedIn Twitter YouTube • Centralise pre-planned content ahead of publishing for Chair / VC sign off. • To tag all relevant businesses / persons featured for extra reach. • To use Instagram stories for news of the week/day etc and tag LGJ where necessary and appropriate • To comment / share / like and encourage members and other board directors to do the same to ensure content stays at the top of feeds - this could be done over several days etc to achieve success. • To create a positive image of AWTE and that we are a trustworthy source of information and news on various relevant topics. • Provide the board with email analytics for all comms - open rates – click through rates etc • Provide insight on increase in followers on: <ul style="list-style-type: none"> ○ LinkedIn ○ Twitter ○ Facebook ○ Instagram
<p>Additional Responsibilities</p>	<p>Other responsibilities may include:</p> <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
<p>Role Expectations</p>	<ul style="list-style-type: none"> • You will need to be able to dedicate time during the working week to be able to support the running and operation of 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 • Need to be able to attend AWTE events where possible
<p>Reward & Benefits</p>	<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.
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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