

### **Position Summary**

The BYHP Executive Board provides strategic oversight and governance for the organization as a whole, stewarding the organization's evolution, ensuring compliance with organizational bylaws, and ensuring the organization hits key targets in furtherance of the overall vision. Executive Board members work in close partnership with Committee Chairs to ensure chairs' content and skills expertise are deployed across the organization. The Executive Board is also responsible for leading the Advisory Board, a collection of senior healthcare leaders in the Boston area who serve as mentors and champions for the organization.

The Marketing & Communications Executive Board Member oversees the BYHP's Marketing & Communications Committee, which is responsible for maintaining the public image of BYHP through the website, printed/online collateral, and other media outlets, as well as facilitating inbound and outbound communication outlets for the organization. The Board Member shall serve as a liaison between the Executive Board and the Committee. The Board Member will ensure collaboration between the Committee with all other committees to support the marketing and communications activities related to the respective committees.

### **Position Duties, Commitments, and Qualifications**

The Marketing & Communications Committee is the central hub for all communications of the organization. Because of this, applicants should be expected to put in approximately fifteen hours of work per month. They must also display the following qualities and be able to perform the following duties:

#### *Ability to envision the organization and committee's short and long-term strategy*

- Steward the vision, mission, and values for the organization
- Ensure high-level performance, including developing and meeting annual goals for the board
- and developing and implementing a three-year plan for the organization
- Identify strategic goals, and develop and implement a committee work plan
- Work with the BYHP Executive Board in bridging committee work to the overall organizational vision and strategy
- Work with all BYHP committees in bridging Marketing and Communications with the various committees' vision and strategy

#### *Ability to manage and lead a team and serve as an exemplary teammate*

- Provide support and oversight for the committee including Committee Chairs and Committee Members
- Understand his or her role as a leader and support the organization as a whole by attending events on a frequent basis
- Familiarize oneself with the various committee members in the organization and develop a camaraderie with them outside of BYHP matters
- Attend all monthly board meetings, events, and retreats
- Serve as an ambassador and spokesperson for the organization
- Participate fully in all board member interactions, including keeping fellow board members informed of relevant healthcare developments

*Ability to work and communicate with all facets of the organization and is expected to have fast turnaround time when communicating internally and externally*

- Understand the various committees' target audiences and adjust marketing/communications to best communicate to that committee's target audience
- Understand the target audiences associated with the various outlets of communication and adjust marketing to best communicate through the respective outlet
- Cultivate new partnerships to help market BYHP and expand the organization's outreach

*Ability to build new relationships internally and externally*

- Seek, steward, and report in-kind and monetary donations
- Establish corporate and non-profit partnerships
- Develop relationships with the Advisory Board members and attend quarterly Advisory-Board meetings
- Tap networks to secure Advisory Board members and technical assistance
- Continuing recruitment of new members to the organization
- Work with the Leadership Development Chair in recruiting new talent to the BYHP's Leadership Team

*Ability to facilitate the execution of the marketing strategy of BYHP; the Marketing & Communications Executive Board Member must have a thorough understanding of various social media outlets and how to best utilize them for marketing purposes*

- Oversee the maintenance of BYHP's Twitter account and provide live tweets on BYHP news and events
- Oversee the maintenance of BYHP's Facebook page with summaries to BYHP news and events
- Oversee the maintenance of BYHP's LinkedIn page with appropriate healthcare content, BYHP updates, and other healthcare organizations' events in the Boston area
- Oversee the production of monthly newsletters which update members on BYHP and upcoming events
- Develop innovative solutions to help market BYHP's messages and expand our presence to the healthcare community in Boston

*Other qualities and attributes we look for in candidates:*

- Strong communications skills – verbally and written
- Previous marketing experience is a plus

### **Duration of Term and Re-Appointment**

BYHP Executive Board members will serve a two-year term and are eligible for re-appointment.

### **About BYHP**

BYHP is a new non-profit organization that exists to connect emerging and passionate healthcare professionals in the greater Boston area to develop strong cross-sector relationships and build knowledge across all healthcare fields (including, but not limited to: clinical, provider, payer, health care administration, pharmaceutical/life sciences, medical devices, legal, policy/advocacy, government, consulting, research, IT, etc.). BYHP will accomplish this by providing members and the broader healthcare community with educational forums, professional development and networking events, and targeted civic engagement opportunities.