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YoungWomenInLaw.com

DIRECTOR OF MARKETING & COMMUNICATIONS

Overview

Young Women in Law (YWL) is a not-for-profit organization that aims to provide young women lawyers in their early stages of practice with a platform and the tools to connect with other lawyers, enhance their skills and give back to their community. YWL also provides support to young women lawyers as they navigate the early stages of their career, seek to make career transitions and strive to balance work with their personal life.

The Board of Directors is a team of women lawyers who direct the organization. Each Director fulfills a specific role and manages the responsibilities associated with her portfolio. The Directors work together to put on exciting events and other activities to further YWL's mission statement.

General Information

- The term of office is two (2) years.
- Board members must be YWL members in good standing.
- Board members are required to attend monthly meetings. Board meetings are held on the second Tuesday of each month.
- Board members are also expected to attend quarterly meetings with YWL's Advisory Board.
- Board members are strongly encouraged to attend YWL's events.

The Role

YWL has two (2) Directors of Marketing & Communications. In this role, you will be working collaboratively with the other Director of Marketing & Communications to manage YWL's website, social media, monthly newsletter, email communications and event advertising. In particular, your duties will include:

- Planning and managing YWL's communication and advertising strategies.
- Ensuring consistent messaging with respect to YWL's online and social media presence.



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- Responding to queries sent to YWL's info@youngwomeninlaw.com email account.
- Setting up Board member YWL email accounts and forwarders.
- Organizing, managing and monitoring the Marketing Committee to maintain responsive and appropriate weekly social media content on YWL's Facebook, Instagram, LinkedIn and Twitter.
- Providing bi-annual reviews of YWL's social media engagement.
- Preparing and circulating YWL's monthly newsletter, *The Scoop*.
- Managing and updating YWL's website, including Events Calendar and ticketing, blog submissions and posts, Board of Director and Advisory Board bios, and more.
- Creating and circulating email correspondence and messaging from YWL to its members, sponsors and contacts related to events, announcements, updates, etc.
- Engaging and negotiating with press and media regarding YWL events and announcements.
- Attending YWL Board of Directors meetings, Advisory Board meetings and acting as an engaged member of the Board.

Requirements

As well as supporting the objectives and purposes of YWL, to be considered for this position you must be able to meet the following requirements:

- Technology-saavy and ability to learn basic website platform.
- Careful attention to detail and design eye.
- Familiarity with various social media platforms including Facebook, Instagram, LinkedIn and Twitter.
- Experience working collaboratively with team members, external organizations and other partners.
- Strong planning and organizational skills.
- Strong leadership and people-management skills.



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- Strong communication skills, timeliness and responsiveness.
- Ability to take initiative and responsibility to ensure all queries and tasks are completed on time.

Additionally, the following attributes/experiences are appreciated (but not required):

- Experience with Wild Apricot (website platform).
- Experience with Canva (design platform).