



Waldorf Education Society of Edmonton

Portfolio Description – Communications

Objective:

To oversee strategic communications and marketing that supports the goals of WESE and the WISE School.

Areas of Responsibility:

- Develop a communications strategy for WESE
- Identify, plan and coordinate WESE messaging and information sources for WISE families, potential families, WESE members, funders and other stakeholders .
- Recruit members for and Chair the Communications Sub- Committee ensuring that vision and direction set by the Board is implemented.
- Manage and recruit volunteers to produce communications pieces (recruitment and information about WESE and WISE, internal newsletters, event promotions and community engagement).
- Manage and recruit volunteers (in consultation with Board Member responsible for Volunteer Management) to update and maintain the WISE.ca and WESE.ca websites.
- Advise and assist Fundraising, School Outreach and Festival Committees with communication promotion of events and activities.
- Review WESE and WISE publications, brochures, and other materials as needed. Ensure production of information pieces in time for events and activities.
- Work closely with WESE Treasurer to develop annual communications and promotions budget to support communication strategies of WESE.
- Review and recommend alternative communication strategies to promote the messages of WESE.
- Develop, administer, and review policies and procedures which guide communications and marketing of WESE and the WISE programs, and reflect the overall values of WESE and the WISE School.
- Report monthly on Communications Sub-Committee activities to the WESE Board of Director