



"Raising the Standards of Midwifery"

Board of Trustees – Chair of Online Marketing & IT Services

Board of Trustees Pledge

The Board will support the work of Nizhoni Institute of Midwifery and provide mission-based leadership and strategic governance. While day-to-day operations are led by the Nizhoni Institute of Midwifery Chief Operations Officer (COO), the Board-COO relationship is a partnership, and the appropriate involvement of the Board is both critical and expected. The Chair Person of each department is responsible to promote and support the principles of Nizhoni Institute of Midwifery by leadership and example. Each Board Member must observe the highest standard in order to retain the trust of the donating public and the confidence of those they seek to help. The Board provides the public face of the organization, and its behavior, and that of individual board members must be exemplary. Board members should make decisions in terms of the public interest and make choices based only on merit. Board members are accountable to the public for their decisions and actions and must submit themselves to whatever scrutiny is appropriate to their office.

Summary of Responsibilities

Under the supervision of the CEO/COO and President of the Board of Trustees, directs the overall Online Marketing Program, increasing program visibility and awareness of the school's unique vision, mission, and contributions to midwifery education and practice. Oversees and maintains the company website to increase consistent branding and outreach to target markets, social networking and media channels.

Minimum Qualifications

Must possess a certain level of education, related business, organizational competency with strong interpersonal and communication skills and the ability to work effectively with a wide range of individuals within a diverse community. At times, work may include moderate physical activity and handling of average-weight objects up to 25 pounds. Time Commitment: Approximately 4 hours per month. When assigned responsibility, it is completed or progress is reported to the Board of Trustees.



Board of Trustees – Chair of Online Marketing & IT Services

Position Qualifications

Must have a background that differs from, but complements those of other directors with 3-5 years of Technical, Software, Online Marketing, Event Planning experience directly related to the duties and responsibilities specified. Must display the ability to maintain a high degree of confidentiality.

Duties and Responsibilities

- Evaluates the effectiveness of current marketing strategies, proposes any change to Board. Upon approval, execute changes.
- Advises Executive Directors and members of the Board of Trustees regarding marketing communications and written and social media channels.
- Assists in identifying possible advertising and promotional events/conferences, submits recommendations to Board of Trustees for approval.
- Represents Nizhoni Institute of Midwifery as needed at midwifery conferences, coordinating advertising, managing event logistics, and set-up.
- Effectively manages social media and website development to promote existing and new programs.
- When presented with Human Resource issues by CEO, makes recommendation and votes as a member of the Board of Trustees.
- Assists with other responsibilities, based upon skillset, knowledge and expertise, as requested by the Board of Trustees.

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