



The Hospitality Industry Network

United States  
Canada  
United Kingdom  
France  
Italy

# The Role of the Marketing Director

Updated 9/20/23

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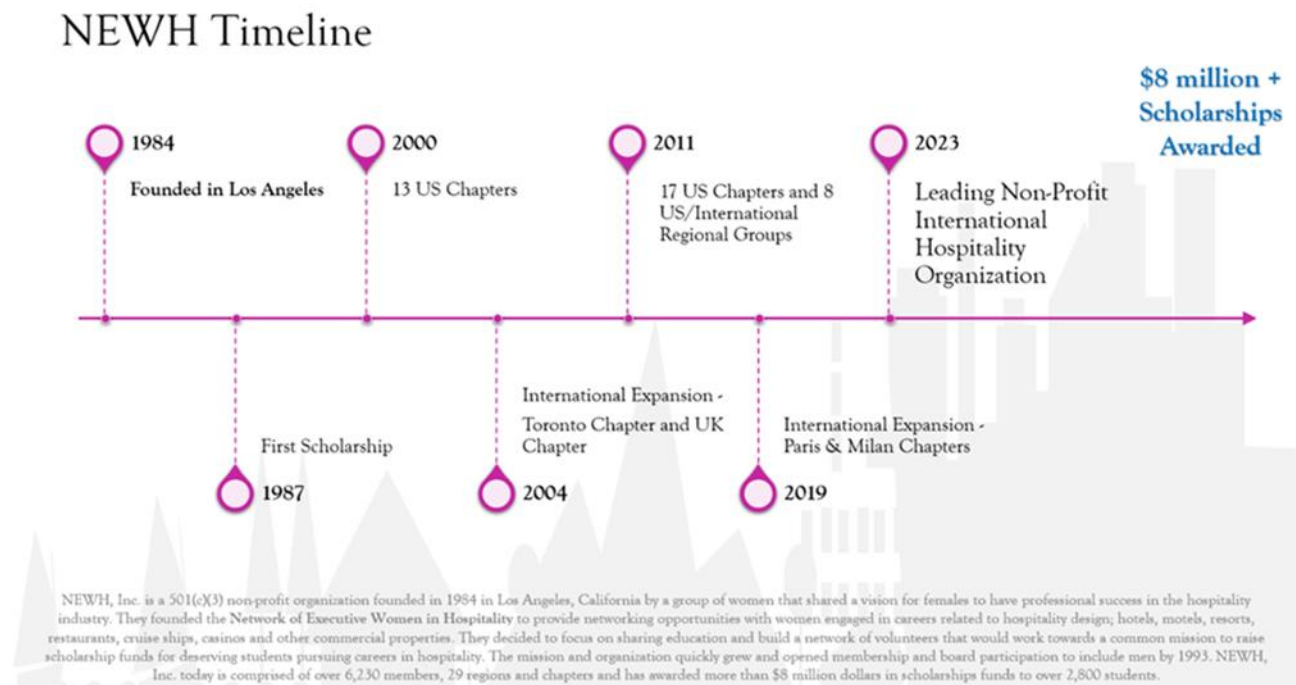
# NEWH: The Role of the Marketing Director

## Overview

### Why be involved in NEWH?

Knowledge is POWER! NEWH involvement will strengthen your professional skills and business network while building a stronger Board for the benefit of your Chapter and local hospitality community.

### NEWH Timeline



NEWH, Inc. is a 501(c)(3) non-profit organization founded in 1984 in Los Angeles, California by a group of women that shared a vision for females to have professional success in the hospitality industry. They founded the **Network of Executive Women in Hospitality** to provide networking opportunities with women engaged in careers related to hospitality design, hotels, motels, resorts, restaurants, cruise ships, casinos, and other commercial properties. They decided to focus on sharing education and build a network of volunteers that would work towards a common mission to raise scholarship funds for deserving students pursuing careers in hospitality. The mission and organization quickly grew and opened membership and board participation to include men by 1993. NEWH, Inc. today is comprised of over 6,230 members, 29 regions and chapters and has awarded more than \$8 million dollars in scholarships funds to over 2,800 students.

## NEWH Vision and Mission

**Vision:** “The Hospitality Industry Network”

**Mission:** NEWH is the international community connecting the hospitality industry, providing scholarships, education, leadership development, recognition of excellence, and business development opportunities.

## Non-Profit vs For Profit: What is the difference?

### NONPROFIT

- Organization provides services of benefit without financial incentive
- Nonprofit is qualified by the IRS as a tax-exempt organization through education and scholarship
- Voluntary trustees govern the Nonprofit, protecting members interest
- Nonprofit owned by the public; status granted by the IRS
- NEWH, Inc. as a 501(c)(3) does not lobby

### FOR PROFIT

- Organization operates for personal or corporate monetary gain
- For Profit organization is governed by a Board of Directors – directors are paid for their service
- Stockholders own a for profit business

## NEWH Serves

NEWH serves students, industry, and membership.

**Students:** NEWH recognizes the talent and ability of students and encourages involvement in all areas of the Hospitality fields through scholarships, educational programs, and volunteer opportunities.

**Industry:** NEWH offers educational events and networking opportunities to keep those involved in hospitality connected and informed.

**Membership:** NEWH provides meetings, educational programs, seminars, and career opportunities for its members.

## What NEWH Does

**Education:** NEWH offers events and programs providing educational opportunities for students and hospitality industry professionals related to their fields including design, procurement, and sales. NEWH events bring knowledge from CEUs, hotel tours, to visionary panel discussions from leading industry professionals.

**Networking:** As part of its mission, NEWH connects students pursuing careers in the hospitality industry and industry professionals wishing to grow their careers in the hospitality industry with companies that have projects, job openings and internship programs.

**Scholarships:** NEWH has awarded over \$8M in scholarships that have impacted more than 2,800 students and their families from around the world. Volunteers are the driving force behind these astounding results.

## Value of NEWH: Important Things to Consider When Joining an Organization

### **Credibility**

NEWH has been bringing hospitality professionals together for more than three decades. It has grown to be the leading nonprofit international hospitality organization that focuses on promoting its members, participating in the mission of providing scholarships for students pursuing careers in hospitality. It is focused on hospitality-related businesses serving hotels, resorts, timeshares, casinos, cruise lines, theme parks, restaurants, and senior living markets.

### **Expanding Your Network**

Making connections is critical to running a successful business and joining NEWH gives countless opportunities to connect in person at an event or program. There is a sense of security belonging to a large network that can support you in strategic business moves whether they are local or international. NEWH's international network reaches more than 29 hospitality regions from US, Canada, and Europe with more than 6,230 members.

### **Broadening Your Knowledge**

Through Chapters and distinct partnerships NEWH offers seminars, panel discussions, property tours and online education to keep its members up to date on the latest industry innovations, research, and trends. NEWH brings small format product showcases directly to your community for a "touch and feel" of the latest products.

### **Personal and Professional Development**

NEWH gives you an opportunity to develop your skills as a leader through participation on Chapter Boards.

### **Taking Charge of Your Career**

Take advantage of career resources. NEWH offers a "Career Network" where members can post resumes and job listings for little to no cost. This is a great way to find targeted job postings for your area of interest or gain a new employee that is trained for your specific needs.

### **Strength in Numbers**

NEWH is committed to recognizing and promoting its members and their work. The NEWH Magazine features members, hospitality projects, and scholarship recipients and has a circulation of more than 20,000 worldwide.

International conferences and events feature members and their contributions to the organization and the industry.

### **Stay Motivated and Stay Inspired**

Any venture worth pursuing will be challenging along the way. It is important to be proactive about things you discover on the journey. Joining NEWH will keep you in tune with today and inspired for the future as you engage in many of the local and international events focused on building a stronger future for the hospitality industry!

## **Give Back to Your Community**

Participating on a Chapter Board or committee is a great way to grow your network and build lasting relationships you will value for business and friendship, while raising funds for the mission of scholarships.

Participating and/or attending events and programs allows you to stay in touch while giving back to the industry you remain passionately committed to.

Giving back is invaluable. With NEWH you can become a part of something that enhances your career while working towards a brighter future for everyone.

## **NEWH Partnerships**

NEWH has built strategic alliances and partnerships to benefit its members and the driving mission of education, networking and raising scholarship funds for students pursuing careers in hospitality.

### **Corporate Partners**

NEWH Corporate Partners are primarily comprised of manufacturers that produce products for the hospitality industry. These relationships are important to support the financial stability of NEWH.

Corporate Partners allow NEWH to keep dues at an affordable rate, host in-person International Board of Director Meetings and support new membership initiatives.

NEWH has 3 levels of NEWH Corporate Partnership, ranging from \$18,000 to \$38,500 USD per year).

### **Green Voice**

NEWH supports a focused educational initiative related to sustainability and the protection of our environment.

Green Voice Partners financially support the needs related to resourcing credible talent and professional expertise that can deliver comprehensive knowledge about sustainability at international expositions and conferences.

NEWH includes the vision of our students through design competitions tapping into their creative design solutions that benefit the world of hospitality.

### **Media**

NEWH Media Partners bring strength to the extensive international network with their vast reach into the market connecting with executives and professionals that lead the industry with innovative thought, influence, and action.

These partners provide NEWH and its members presence at international expositions, conferences, and trade fairs allowing NEWH the opportunity to spread their message and share initiatives that benefit the entire industry and those that support it. Many of these partners assist NEWH in promotion of its members and supporters through their globally renowned publications.

## **Brand Partners**

Brand Partners lead the charge for bringing the highest level of education to our professional members. We provide live educational sessions that host the brand partners as they share pertinent information with a perspective on pipeline and design expectations related to the brand distinctions.

BrandED Program Partners are manufacturing companies that support this educational and networking initiative for NEWH. This program funds multiple scholarships per year presented at international events.

## **Design**

NEWH is committed to acknowledging and promoting its member firms through programs such as Top Interior Designers (TopID), which celebrates its talented and innovative design professionals.

We are proud to promote our members throughout the world as leaders in design excellence with a heart for giving back to the hospitality community.

## **International**

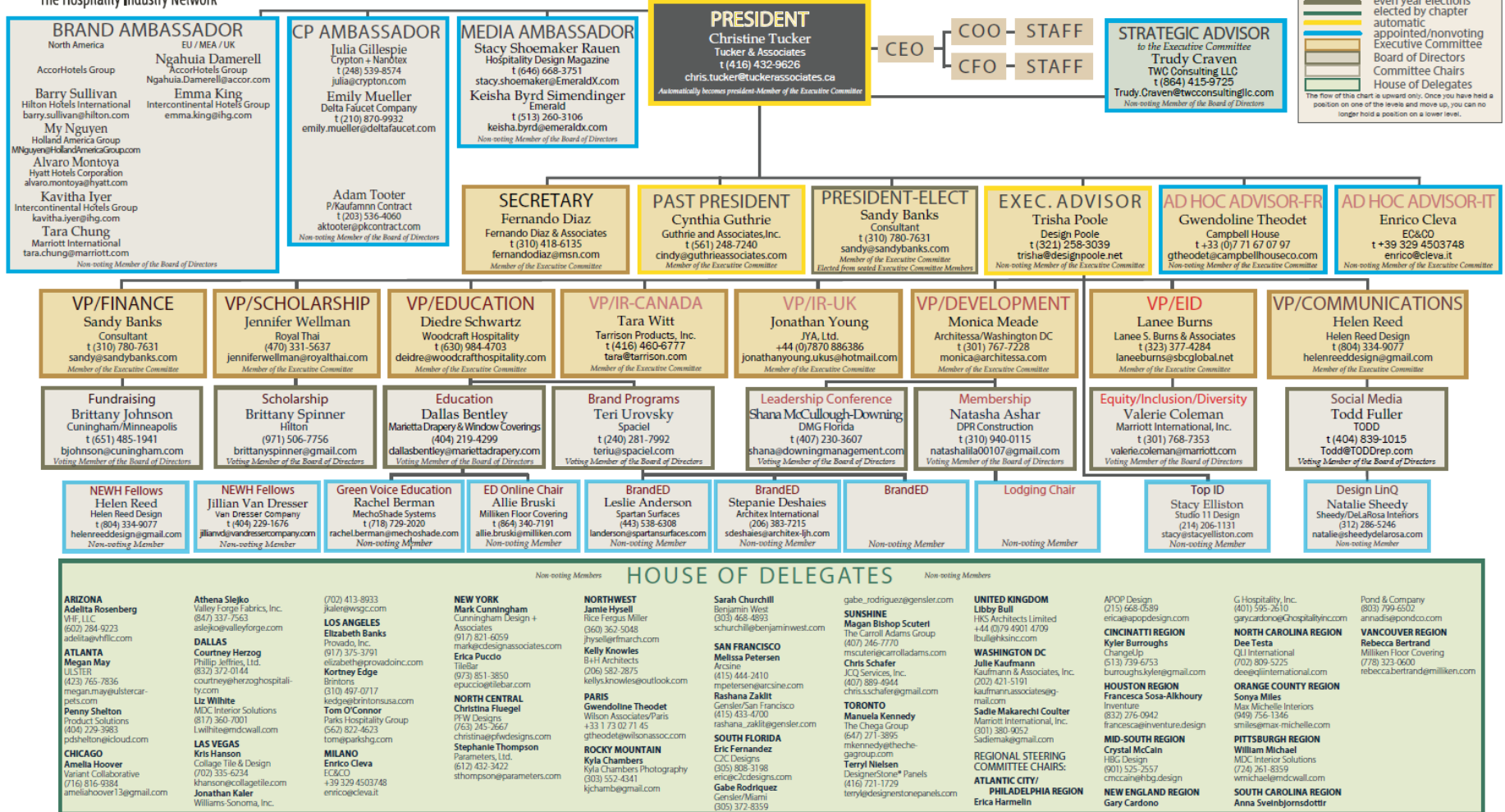
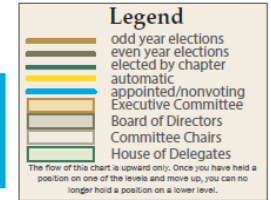
The strength of NEWH's network comes from the expansion of Chapters and regions to selective hospitality communities.

We align with International Partners that provide financial support and cultural guidance related to building these regions to support their businesses and local hospitality industry.

# Organizational Chart



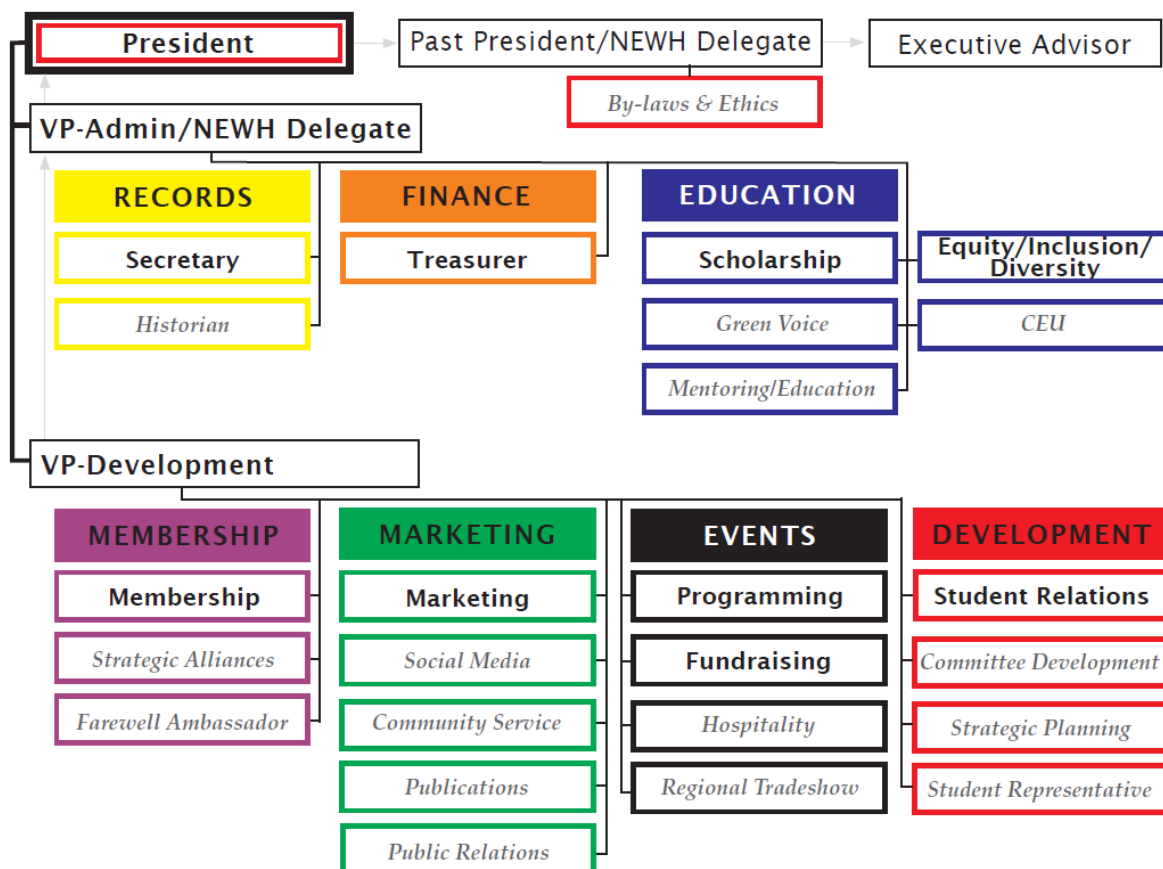
## 2023 Board of Directors Organizational Chart





## NEWH, Inc. Chapter Board of Directors Organizational Chart

### NEWH, Inc. Chapter Board of Directors Organizational Chart



### Understanding the Chapter Board Succession Plan

NEWH has a succession plan policy in place for Chapters to follow. Succession planning ensures knowledge and stability for the Chapter and follows the NEWH Board model. The **VP/Development**, **VP/Administration**, **President**, **Past President**, and **Executive Advisor** positions are part of the succession plan - beginning with the VP/Development position which is elected.

Each position is a one-year term, which means when you accept to run for VP/Development you are making a 5-year commitment to your Chapter. *No person shall serve on the Board more than ten (10) years.*

The **VP/Administration** and **Past President** will also serve as the Chapter's **NEWH Delegate**.

*\*NOTE: In the UK, the delegate position is a floating position for a Board member can attend the IBoD meeting in the U.S.*

## Board Positions

### **Executive Committee** (1 vote each, unless indicated)

- President\* (no vote, unless tie)
- VP-Administration/NEWH Delegate\*
- VP-Development
- Secretary
- Treasurer
- Past President/NEWH Delegate\*
- Executive Advisor\* (no vote)

\*Automatic positions are part of succession planning and begin at the VP/Development position, which is elected. After one year in the position, the person will move to the next level. This ensures knowledge and stability for the Chapter and follows the NEWH, Inc. Board model. All other positions are one-year positions, with a 2-year maximum per position.

### **Directors** (1 vote each)

- Scholarship
- Equity, Inclusion, and Diversity
- Membership
- Programming
- Fundraising
- Marketing
- Student Relations

### **Chairs** (no vote)

- Community Service
- Hospitality
- Internet Communication
- Public Relations
- Publications
- Green Voice
- Student Rep
- Other

Quorum = 50% of voting members +1

Email Vote: To be valid, the vote must be unanimous and have 100% participation/reply of all voting Board members.

## Expectations of all Chapter Board of Directors / Regional Group Steering Committee Members:

- Read, understand, and agree to the following by signing:
  - [NEWH Code of Ethics, Rights and Responsibilities](#)
  - [NEWH Conflict of Interest](#)
  - [NEWH Code of Conduct](#)
  - [NEWH Travel Disclaimer](#)
- Understand that to serve in a leadership role in NEWH is a privilege and that actions represent and reflect upon NEWH.
- Through personal and professional conduct, uphold and maintain beyond reproach the dignity of NEWH.
- Avoid compromising the interests of NEWH. for personal/professional benefit.
- Maintain confidentiality in all confidential matters.
- Foster Equity and Inclusion to support Diversity in all NEWH. programs.
- Be informed about the mission, services, policies, and programs of NEWH and the Chapter.
- Be familiar with Chapter finances, budget, and financial/resource needs.
- Understand the policies and procedures of NEWH.
- Be alert to community concerns that can be addressed by NEWH mission, objectives, and programs.
- Help communicate and promote NEWH mission and programs to the community.
- If a vacancy occurs between elections, Chapter Board members may recommend an NEWH member to fill the vacancy, upon which a motion is made and voted on.
- Ensure all records, correspondence, and other collateral materials are maintained to be passed along to the successor in the role as part of the Board of Directors' knowledge transfer process or turned over to the Chapter President and/or NEWH, Inc. Office if there is no immediate successor.
- Attend Chapter Board Orientation / Training / Strategic Planning as required/requested.
- Attend and participate in Chapter Board meetings and IBoD committee meetings on a regular basis.
  - Study agenda and supporting materials prior to Board and committee meetings.
  - Keep the “personal” out of Board and committee meetings and focus on the “greater good” for the Chapter and for NEWH.
- Attend Chapter events.

## The Board/Chapter – NEWH, Inc. Staff Relationship

Consider it a partnership, alliance, collaboration between Chapter Boards and the NEWH, Inc. staff to achieve the goals of NEWH.

## How to be a Valuable Board Member

- Promote NEWH, Inc. to others; understand the mission/history.
- Understand roles and responsibilities; hold others accountable.
- Live your role and responsibilities; hold yourself accountable.
- Stay in your lane.
- Cross over lanes when asked.
- Come prepared (review agenda and supporting documents).
- Treat information and discussions as “confidential.”
- Be curious about different perspectives/practice teamwork.
- Consensus means “I can live with it” and will support it as a team.

## Committee Do's & Don'ts

Do:

- Choose members carefully, include non-Board members for committee service (If you need help recruiting, conduct a member talent survey – contact the NEWH, Inc. Office for info).
- Distribute committee assignments evenly across the Board so all members are involved.
- Give goals and provide follow-up communication/connect with committee members on an ongoing basis to ensure success.
- Get approval from the full Board before making important decisions.
- Write committee reports providing info to the Board.

Don't:

- Create committees that are too large to be effective.
- Treat non-Board members as outsiders.

Celebrate your success, highlight your Board members, and thank them! Be sure to post your Board/committee volunteers on Facebook, Instagram, LinkedIn.

## Board Financial Responsibilities

- The Board should carefully review all financial reports as they have a fiduciary responsibility for all Chapter finances.
- The treasurer will present a financial report for the previous period at each monthly meeting.
- The Board should prepare, propose, and vote to approve an annual budget. Chapters should not be spending money until a budget has been approved.
- The approved budget should be included with the Chapter [business plan](#) and turned in to NEWH, Inc. Office by end of February. The business plan template can be found on NEWH website.

## Financial Notes

All Chapters have 2 bank accounts – Administrative and Scholarship. Checks are ONLY written from the administrative account. Checkbooks are held at the NEWH, Inc. Office on the Chapter's behalf. Scholarship dollars are NOT to be co-mingled with administrative funds. Funds transferred from the scholarship account to the administrative account to cover the expenditure(s), please contact Susan Huntington with the approved transfer amount and she will complete the bank transfer for you.

NEWH, Inc. holds a Chapter credit card for all Chapters to utilize to pay expenses (no fee). This ensures that vendors are paid promptly, and Board members are not using personal finances to pay NEWH expenses. Please submit Chapter requests to Susan Huntington at [NEWH.Finance@newh.org](mailto:NEWH.Finance@newh.org).

State compliance is conducted through the NEWH, Inc. Office. Please check with the NEWH, Inc. Office if your Chapter is tax-exempt, we are NOT tax exempt in all states.

## Reimbursement

### Reimbursement Requests

All reimbursement requests need to be submitted within 60 days and accompanied by receipts. These expenditures are to be approved by the Board of Directors and are inclusive of two signatures. *This policy holds true for any reimbursable delegate travel to International Board of Directors meetings.* After 60 days it is considered a charitable donation and NEWH will provide a tax-deductible receipt.

### Delegate Reimbursement

NEWH has a very conservative travel reimbursement policy.

NEWH will cover ½ of the NEWH, Inc. Board Members and Chapter Delegate's airfare and ½ of their room expense for two (2) nights max to attend regularly scheduled Board of Directors meetings (if these expenses are not being covered by their business). Chapter covers the other half of airfare/lodging and includes it in annual budget. Room rates are based on double occupancy with qualified Board members.

**Please note:** There are caps on airfare and lodging based on location – Delegates are informed of the caps in the meeting announcement sent by NEWH. NEWH will reimburse up to \$50 of additional approved expenses with receipt. An approved expense is transportation or meals (no alcohol).

If, in your normal course of business, you will be attending (or exhibiting at) an event, you should only request the appropriate portion of one-night's lodging and no airfare.

# Marketing Director Job Description and Expectations

This is a **voting** position.

## Purpose:

- Bring the messages of the NEWH Chapter to the hospitality industry in a consistent and unified manner.
- With the Marketing committee, manage all external communications of the Chapter and ensure NEWH brand standards and guidelines are followed.

## Major Responsibilities (see [Task List](#) for More Details):

- Form a Marketing Committee, including Social Media, Community Service, Publications, and Public Relations Chairs and any other interested members.
- Develop an annual marketing calendar to manage marketing communications.
- Develop Chapter marketing initiatives that will build brand awareness, will reflect the NEWH overall mission, and is consistent with the goals and objectives of NEWH, Inc.
- Coordinate with Programming Director and Fundraising Director to develop and distribute event notices.
- Provide oversight of the Social Media, Community Service, Publications, and Public Relations Chapter Chair positions to ensure that NEWH, Inc. **mission, standards, and practices** are maintained and followed.
- Participate in communications with VP Communications / Hillary Eggebrecht, NEWH, Inc. Communications Director as required/requested.

## Length of Term

- The Marketing Director position is a one-year position, with a 2-year maximum.
- No person shall serve on the Chapter Board more than ten (10) consecutive years.

## Accountability

- Reports to Vice President/Development, Chapter President, and NEWH, Inc. Office.
- Attendance expected at all required meetings / events

## Outside Resources and Relationships

- Represent NEWH, Inc. and be aware of events being held by other industry organizations, businesses, and educational institutions.

## Chapter Board Marketing Director Task List/Timeline Overview

Timing	Category	Activity
Upon Assuming the Role	Leadership	In addition to the following, the NEWH website has a number of other resources related to <a href="#">Marketing</a> on the Board Resources page.
Prior to Planning / Calendaring	Marketing Committee	Form a Marketing Committee, including Social Media, Community Service, Publications, and Public Relations Chairs and other interested members.
As needed	Marketing Committee	Lead Chapter committee meetings and participate with emails as needed.
During Planning / Calendaring	Planning for Events	Collaborate with Programming Director, Fundraising Director, and other Chapter Board members on dates of events to coordinate Marketing needs.
During Planning / Calendaring	Marketing Calendar	Develop an annual marketing calendar to manage marketing communications, identifying deadlines for messages to be developed and released.
After Planning / Calendaring	Marketing the Chapter Calendar	Market the approved calendar of events; ensure information is submitted to NEWH, Inc. Office for posted on social media, shared with potential sponsors, and submitted to NEWH, Inc. Office Diane Federwitz <a href="mailto:diane.federwitz@newh.org">diane.federwitz@newh.org</a> for inclusion on the NEWH website and Hillary Eggebrecht <a href="mailto:hillary.eggebrecht@newh.org">hillary.eggebrecht@newh.org</a> for inclusion on other social media outlets.
For each Event	Designing Marketing Materials	Develop Chapter marketing initiatives that will build brand awareness and will reflect the NEWH, Inc. overall mission and is consistent with the goals and objectives of NEWH, Inc. <ul style="list-style-type: none"> <li>Ensure that <a href="#">NEWH, Inc. Logo/Branding Guidelines</a> are met on all marketing collateral distributed. If you have any questions on the logo policy, please contact the NEWH, Inc. Office.</li> </ul>
For each Event	Distributing Marketing Materials	Coordinate with Programming Director and Fundraising Director to develop and distribute event notices: <ul style="list-style-type: none"> <li>Save the Date Invitations (send 4-6 weeks prior to the event).</li> <li>Event Invitations (send 3-4 weeks prior to the event).</li> <li>Email requests to Diane Federwitz (<a href="mailto:diane.federwitz@newh.org">diane.federwitz@newh.org</a>) at the NEWH, Inc. Office to broadcast to your Chapter list. Give NEWH, Inc. Office 2-3 business days lead time for all broadcast requests.</li> </ul>
As needed	Leadership	<ul style="list-style-type: none"> <li>Provide oversight of the Social Media, Community Service, Publications, and Public Relations Chapter Chair positions to ensure that NEWH, Inc. mission, standards, and practices are maintained and followed. <ul style="list-style-type: none"> <li>Have a clear understanding of the job descriptions for the Social Media, Community Service, Publications, and Public Relations Chapter Chair positions and how they contribute to the overall success of the Chapter and NEWH, Inc.</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>○ Have a clear understanding of the Chapter's strategic plan and the primary goals for the Social Media, Community Service, Publications, and Public Relations Chapter Chair positions.</li> <li>○ Empower and support the Social Media, Community Service, Publications, and Public Relations Chapter Chairs in their managing their roles.</li> <li>○ Maintain communication with the Social Media, Community Service, Publications, and Public Relations Chapter Chairs to be aware of progress related to their roles.</li> <li>○ Join as an ad hoc member in the Social Media, Community Service, Publications, and Public Relations committees.</li> </ul>
As needed	Leadership	<p>Regarding the Social Media Chapter Chair Board position:</p> <ul style="list-style-type: none"> <li>○ SOCIAL MEDIA: Provide oversight of social media posts (Facebook, Instagram, LinkedIn) to promote the Chapter, its events, and its members. (NEWH, Inc. has one main Twitter account that is linked to Facebook; Chapters do not have their own Twitter accounts.)</li> <li>○ WEBSITE: Work with NEWH, Inc. Office Diane Federwitz &lt;diane.federwitz@newh.org&gt; on an ongoing basis to update Chapter website pages to ensure clear and current messages and information is posted including: <ul style="list-style-type: none"> <li>● Member spotlight.</li> <li>● Event pictures with an event recap to Facebook and Flickr.</li> <li>● Annual sponsors on the Chapter home page.</li> <li>● Recent Chapter news to keep things fresh.</li> </ul> </li> </ul> <p>See NEWH website for ideas and guidelines – <a href="#">Marketing Resources</a></p>
As needed	Leadership	<ul style="list-style-type: none"> <li>● Regarding the Publications Chapter Board position: <ul style="list-style-type: none"> <li>○ Ensure Chapter information is appropriately submitted in a timely manner for the NEWH Magazine.</li> <li>○ Watch for deadline dates for member news!</li> <li>○ Ensure any pictures sent in include people's names (or they will not be included!).</li> </ul> </li> </ul>
As needed	Leadership	<ul style="list-style-type: none"> <li>● Regarding the Public Relations Chapter Board position: <ul style="list-style-type: none"> <li>○ Assist Chapter in developing industry and media contacts to advance public relations campaigns.</li> </ul> </li> </ul>
As needed	Leadership	<ul style="list-style-type: none"> <li>● Regarding the Community Service Chapter Board position: <ul style="list-style-type: none"> <li>○ Provide oversight of all community service projects. (Please note: the Chapter is allowed to donate time and materials, but not money or the collecting of money).</li> </ul> </li> </ul>
As Required	Leadership	<ul style="list-style-type: none"> <li>● Participate in communications with VP Communications / Hillary Eggebrecht, NEWH, Inc. Communications Director as required/requested.</li> </ul>
As Required	Leadership	<ul style="list-style-type: none"> <li>● Attend Chapter Board Orientation / Training / Strategic Planning as required/requested.</li> </ul>
Monthly	Leadership	<ul style="list-style-type: none"> <li>● Attend monthly Chapter Board meetings.</li> </ul>
At Events	Leadership	<ul style="list-style-type: none"> <li>● Attend Chapter events.</li> </ul>