



WRJ Mission Statement

Women of Reform Judaism (WRJ) strengthens the voice of women worldwide and empowers them to create caring communities, nurture congregations, cultivate personal and spiritual growth, and advocate for and promote progressive Jewish values.

District Vice President Marketing & Communication

Supervisory Contact

- District President
- WRJ VP, Department of Marketing and Communications
- WRJ Professional, Department of Marketing and Communications
- WRJ Executive Director

Objectives:

- Ensure that the chairs and committees of the department serve as liaisons between local sisterhoods and WRJ
- Keep the District President and district board informed of all departmental activity
- Keep the WRJ VP of Department of Marketing and Communications and the WRJ professional Informed of all departmental activity
- Directly supervise chairs

Expectations:

- Attend all district events
- Directly supervise and be responsible for the chairs of the department
- Ensure that reports of each chair are presented at district board meetings
- Ensure that reports of each chair are presented at district conventions and interims. Communicate with chairs on a regular basis
- Work directly with the corresponding secretary as applicable
- Be active in your local sisterhood
- Explore new methods of communication within and among the districts and between districts and Sisterhoods: make recommendations for adoption and implementation
- Ensure consistent application of and district branding
- Work other District VPs of Marketing and Communications, WRJ VP of Marketing and Communication, and the staff professional, to develop and implement new printed and electronic images, materials and communications

Responsibilities:

- Compile and maintain written records of your duties and responsibilities, including a timeline of your Two-year responsibilities
- Maintain old records and material that are passed on to you from prior

- Assure that your records are passed on at the end of your term
- At the beginning of your term train your committee chairwomen
- Develop leadership potential of other board members
- Perform as a role model
- Attend WRJ Conference (Fried Leadership Conference, Advocacy, or otherwise scheduled) when possible
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Qualifications:

- Served on district board for minimum of two years
- Knowledge of and abide by WRJ's mission statement
- Aware of all duties and obligations of your position
- Able to devote the necessary time to fulfill your duties
- Knowledgeable and able to be a public representative of WRJ

Chairs (to include, but not limited to):

- News letter
- Website
- Social Media
- Historian/ Photographer
- Directory