



**Diversity Equity and Inclusion (DEI) Committee Coordinator  
Description of Role and Responsibilities**

**Purpose of the Diversity Equity and Inclusion Committee:** The SMANA Diversity Equity and Inclusion Committee ensures the promotion and values of DEI are embedded throughout the organization and fosters a culture of inclusion and belonging to address issues and opportunities in advancing social marketing as a practice.

<b>Position</b>	<b>Diversity Equity and Inclusion Committee Coordinator</b>
<b>Purpose</b>	To assist with identifying opportunities and implementing strategies and initiatives focused on ensuring organizational functions and outreach efforts are representative, equitable, and inclusive of our diverse communities and membership.
<b>Location</b>	Primary residence must be in North America, work can be done remotely
<b>Key Responsibilities</b>	<ul style="list-style-type: none"> <li>● Manage the SMANA Diversity Equity and Inclusion Committee email account, properly categorizing and responding to emails in a timely manner</li> <li>● Assist with the development of committee objectives and benchmarks for short- and long-term goals as they relate to larger SMANA strategic plan</li> <li>● Collaborate with internal and external parties as it pertains to specific DEI projects, while partnering with other SMANA committees in applying an antiracist lens to programs, campaigns, advocacy and practices</li> <li>● Build diverse partnerships and collaboration to advance the mission of SMANA related to DEI goals and ensure accessibility of related organization materials</li> <li>● Aid in the development of evidence-based learning strategies in the creation of training materials</li> <li>● Develop content for dissemination and engage in discussions, focus groups, surveys and trainings related to DEI issues and topics</li> <li>● Survey content development and communications around DEI, not limited to monthly newsletter and social media outreach</li> <li>● Serve as a confidential and safe liaison among members and volunteers to address DEI specific concerns and issues including, but not limited to, microaggressions and retaliation</li> <li>● Attend weekly check-in meetings</li> </ul>

	<ul style="list-style-type: none"> <li>• Attend and take notes for monthly Diversity Equity and Inclusion Committee meetings</li> <li>• Other duties as needed</li> </ul>
<b>Reports to</b>	SMANA Diversity Equity and Inclusion Committee Chair or SMANA Executive Committee if Chair is vacant
<b>Length of Appointment</b>	6 months to 2 years
<b>Time Commitment:</b>	<ul style="list-style-type: none"> <li>• 5 hours maximum per week</li> <li>• Bi-Weekly check-in meeting (30 min - 1 hr)</li> </ul>
<b>Qualifications/ Requirements</b>	<ul style="list-style-type: none"> <li>• SMANA member</li> <li>• Undergraduate/Graduate students or someone interested in social marketing</li> <li>• Skilled in writing, time management, programming</li> <li>• Skilled in Microsoft Office and Google Docs</li> <li>• Ability to work on multiple projects</li> <li>• Excellent organization skills</li> <li>• Ability to work as a team and share ideas and also work independently on tasks assigned outside of scheduled meetings</li> <li>• Enthusiasm for, and experience in, justices, diversity, equity, inclusion, belonging and marketing or public relations, preferred</li> <li>• Excellent communication and listening skills</li> </ul>

<b>Initial Screening</b>	
<b>Support</b>	Training provided by Diversity Equity and Inclusion Committee Chair or SMANA Executive Committee if Chair is vacant
<b>Orientation</b>	<p>Within the first month of the beginning of their service, the Diversity Equity and Inclusion Committee Coordinator agrees to familiarize themselves by:</p> <ul style="list-style-type: none"> <li>• SMANA DEI Pledge: <ul style="list-style-type: none"> <li>• Reading SMANA's bylaws: <a href="http://smana.org/wp-content/uploads/2017/03/FINAL-SMANA-Bylaws-Updated-2017-10.pdf">http://smana.org/wp-content/uploads/2017/03/FINAL-SMANA-Bylaws-Updated-2017-10.pdf</a></li> <li>• Visiting the SMANA website: <a href="http://www.smana.org">www.smana.org</a></li> <li>• Reviewing committee procedures:</li> </ul> </li> </ul>

	<p><a href="http://smana.org/wp-content/uploads/2017/03/Board-Committee-Procedures-Final.pdf">http://smana.org/wp-content/uploads/2017/03/Board-Committee-Procedures-Final.pdf</a></p>
<p><b>Active Participation</b></p>	<p>Actively support the Diversity Equity and Inclusion Committee chair and provide ongoing assistance by:</p> <ul style="list-style-type: none"> <li>● Attending weekly check-in meetings and provide updates on project progress</li> <li>● Attendance at scheduled committee meetings</li> <li>● Ensuring that all pre-event, day-of event and post event duties are complete as outlined in relevant process documents (TBD)</li> <li>● Taking part in the post-event debrief, during which event successes, challenges and opportunities for improvement are discussed</li> <li>● Maintaining up-to-date workplan and communicating needs in a timely manner</li> <li>● Maintaining SMANA Diversity Equity and Inclusion Committee email account and committee membership list</li> <li>● Liaising with networking event hosts and providing support as needed to carry out their respective events</li> <li>● Providing enough time during the year to support SMANA's goals</li> <li>● Support other activities and initiatives as they arise</li> </ul>
<p><b>Enhance Image and Public Awareness</b></p>	<p>Enhance the organization's standing and awareness in the social marketing and behavior change community by:</p> <p>Knowing the mission, purposes, goals, programs, policies, strengths, and needs of the organization</p> <ul style="list-style-type: none"> <li>● Talking with colleagues about joining SMANA and seeking out new members</li> <li>● Enhancing SMANA's public image and awareness by whatever means comes naturally (i.e. write an article, hold an event, give a presentation, etc.)</li> <li>● Demonstrating loyalty and representing SMANA in a positive and supportive manner</li> </ul>