

EMPLOYERS ALLIANCE - COMMUNICATIONS COMMITTEE

Business leaders have the power to change attitudes and actions that harm businesses, and exploit women and children.

Role:

The Communications Committee will oversee the development and execution of a comprehensive communications and outreach strategy aimed at (a) increasing awareness for the employers alliance and (b) extending the reach of business engagement and subsequent adoption of zero tolerance policies. The goal of our communication strategy is further engagement of businesses and organizations through the use of digital media, thought leader/key influencer (individuals/associations) engagement, promotion and awareness building, and relevant committee member networks/personal connections.

Outputs:

(for discussion)

- BEST initiative messaging and collateral materials to support communications efforts across platforms (print, website, social media, etc.)
 - Key Influencer and credibility building initiatives (speaking opportunities, engagement of target professional organizations)
 - Connection mapping (businesses/media) to support identification of key relationships held by committee members with business leaders/insiders and media contacts to support communications and outreach efforts (business, media, etc.)
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Roles & working commitments:

- Support strategic planning efforts, specifically the development and activation of finalized strategy
- Create communications action plan to promote and raise awareness to BEST Seattle launch – early October 2015 (pre-post event)
- Assist with the development of communications messages, media engagement (online and offline), identification and engagement of key influencers (individuals/associations) to support 50% adoption goal (3 hours / month max)
- General meeting participation, input and review (1-2 hours / month max)

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Goals:

(for discussion)

- Develop a clear understanding how communications and outreach can support 50% adoption of zero tolerance policies by companies and organizations in the US over the next 5 years.
- Identify key deliverables and establish timeline for the development of communications and outreach strategy (proposed completion date – Dec. 15, 2015)
- Brainstorm ideas for action plan to support the launch of the BEST initiative in Seattle – early October 2015

Working methods:

(for discussion)

- Frequency of communication
 - Method of communication (telephone conference / meetings)
 - Feedback mechanisms –through Advisory Group website (password protected)
 - Sharing of participant information
 - Clear roles and responsibilities / commitments outlined Advisory Group website
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