ROLE DESCRIPTION – ADVISORY BOARD MEMBER, CERTIFICATE IN STORYTELLING & CONTENT STRATEGY

The University of Washington (UW) is proud to be one of the nation’s premier educational and research institutions. Our people are the most important asset in our pursuit of achieving excellence in education, research, and community service.

UW Continuum College (UWC²) expands the reach of the University of Washington with programs like UW Professional & Continuing Education, International & English Language Programs, Summer Youth and the Osher Lifelong Learning Institute that meet the needs of learners at all phases of their lives. We are focused on removing obstacles to relevant educational opportunities by addressing geographic, financial, length of commitment, and time constraints, increasing access to education for more people. By looking ahead and innovating, we are creating new educational opportunities to help people thrive in an ever-changing world.

Within UWC², UW Professional & Continuing Education (UWPCE) offers over 70 certificate programs built for busy adult learners. Each program is developed in partnership with an advisory board. By tapping the minds of the top thinkers and doers in the field, we offer our students a transformational learning experience. UWPCE has an outstanding volunteer opportunity for an advisory board member in the Certificate in Storytelling & Content Strategy Program. Advisory board members are local leaders who are knowledgeable in a program content area. They are senior-level professionals who are aware of industry trends and hiring needs in their field. Board members are passionate about their profession and interested in supporting educational programs that help professionals grow. The role of the board member is to support a single certificate program or cluster of programs in a specific discipline and to help Continuum College achieve its broader mission of increasing access to education.

Three 10-week classes comprise the Certificate in Storytelling & Content Strategy Program. They are described on the Professional & Continuing Education website: https://www.pce.uw.edu/certificates/storytelling-and-content-strategy.

Advisory board members do not hold UW academic appointments.

Responsibilities

Being an advisory board member is a modest time commitment of 5-10 hours annually and generally involves attending 1-2 meetings per year. Boards will assist in different capacities, depending on the need. Following are examples of the type of assistance board members may be asked to provide:

- Program curriculum review
- Program positioning and messaging review
• Promoting program to your professional network
• Instructor referrals or assistance in vetting instructor candidates
• Guest speaking engagements or panel discussions
• Attending class to provide feedback on student capstone presentations
• Sharing Industry trends and new program ideas
• Generating alumni event ideas and/or sponsorship
• Having coffee with a student (mentoring/networking)
• Connection to employer for scholarship support

Requirements
• At least 10 years’ experience working in a content strategist, communications, marketing, journalism, advertising or related role.
• Excellent interpersonal, oral, and written communication skills.
• Ability to analyze complex issues, share ideas with fellow board members and program staff, and offer constructive feedback.
• Enthusiasm for the program’s development and the opportunity to give back to the community of practice.

Compensation
This is a volunteer position with no formal compensation.

Apply to Join the Board
Interested applicants should send a resume or LinkedIn profile and letter of interest describing relevant experience to the Program Manager, Christina May, cmmay87@uw.edu.

The University of Washington is a leader in environmental stewardship & sustainability, and committed to becoming climate neutral.

The University of Washington is an equal opportunity, affirmative action employer. To request disability accommodation in the application process, contact the Disability Services Office at 206-543-6450 / 206-543-6452 (tty) or dso@uw.edu.