

# **Women's Initiative Director - Role & Responsibilities**

The Women's Initiative Director leads efforts to build community, connection, and professional growth opportunities for women in the financial planning profession. This role strengthens engagement within the chapter by creating meaningful programs, fostering leadership development, and supporting the mission of FPA Austin.

## **1. Leadership & Chapter Engagement**

- Promotes the mission and purpose of the Financial Planning Association and the Austin Chapter.
- Attends monthly Board meetings, chapter meetings, and chapter activities.
- Serves as a visible and reliable resource for women financial professionals in the Austin area.

## **2. Community Building & Program Development**

- Plans unique and engaging networking events that foster community and connection among women in the chapter.
- Identifies opportunities to develop and strengthen the Women's Initiative community throughout the year.
- Retains, engages, and inspires women in the chapter to participate in Women's Initiative programs and leadership opportunities.

## **3. Communication & Collaboration**

- Keeps the Board informed about Women's Initiative events, networking activities, and leadership development progress.
- Stays connected with FPA National to share best practices and align with national goals and vision.
- Posts event photos on LinkedIn to highlight engagement and promote visibility.
- Provides ready-to-use content to the Chapter Executive for:
  - Website updates
  - Event invitations
  - Surveys
  - Newsletters

## **4. Event Management**

- Handles all event preparation, including venue coordination, setup, communication, and on-site execution.
- Works with the Chapter Executive when venue deposits or administrative support are needed.