Rev. 5/19

**CHAIRMAN OF PUBLIC RELATIONS**

**Job Description**

The Public Relations Committee is the Chapter’s voice to the public via media outlets. The Chairman of Public Relations is to coordinate the committee’s effort to inform the public with the mission and work of the chapter. She shall oversee that good relations within the community, specifically the media, are developed and maintained. A key responsibility of the Chairman is to ensure that a consistent message and brand in all communications to the public is exhibited regarding Assistance League® of Indianapolis. The Chairman of Public Relations is on the Marketing Committee and reports to the Vice President Marketing.

**Chairman Required Skills:**

* Effective business communication skills (i.e. written and oral.
* Advanced computer skills (i.e., Word, Excel, PowerPoint)

**Chairman Training:**

* Attend Board Training
* Be familiar with the Standardization of Assistance League of Indianapolis written material and follow its guidelines for preparation of press releases and other documents sent to the media.
* Follow Assistance League of Indianapolis Policies and Standing Rules
* Familiarize self with National Assistance League® Manual for Public Relations and the required terminology for writing or speaking about Assistance League.

**Chairman Responsibilities:**

* Attend and present at monthly board and regular meetings, if needed.
* Be aware of program and committee activities by working closely with all VP’s, Program Chairmen and President
* Review and embrace the long-term Strategic Plan for Public Relations.
* Form a committee that includes Social Media Coordinator, Photography Coordinator, Website Coordinator, and VP of Marketing.
* Press Releases to be sent to media shall be approved by VP of marketing, President and Program Chair.
* Press Releases shall be sent by email and not sent as an attachment.
* Revise and update job description as needed and approve changes with President-Elect by January
* Membership on the Crisis Management Team along with President, President-Elect and VP of Marketing is required.

**TIMELINE OF PUBLIC RELATIONS ACTIVITIES**

**May, June and July**

* Formulate Public Relations plan for coming year, working with Marketing VP and Coordinator of Social Media.
* Work with Operation School Bell® Chair to determine any special days planned for OSB. (Possibilities include visits from Mayor, Governor, IPS personnel, Grantor, clothing of 60,000 child)
* Send an email to Sophisticated Living about the Holiday Luncheon with time and place information. (They require notification 6 months in advance of event.

**August**

* Send out a Press Release to media outlets about a special day at Operation School Bell. Social Media Coordinator will post information about Operation School Bell and the Hunt Golf Outing on Face Book, Twitter and on-line Calendars.
* Attend Golf Outing committee meetings.
* Press Release for Golf Outing. Hunt usually writes the Press Release and we can send it out to media. Hunt will invite the Mayor. Confirm with Golf Chairman

**September**

* Attend Golf outing. Greet Mayor and any media that attends.
* Thank you note to attending media
* Write wrap-up report for Golf Outing Chairman

**October**

* Attend Holiday Luncheon committee meetings. Work with co-chairs as to their ideas for publicity.

**November**

* Attend Holiday Luncheon committee meetings.
* Work with Holiday Luncheon chairs and VP of marketing about video for luncheon.
* Send out press release about Holiday Luncheon. Social Media coordinator will post information on Facebook, Twitter and on-line calendars.
* Send out comped invitations to media

**December**

* Attend Holiday Luncheon (act as hostess for any media attending)
* Write a PR follow-up for Event Chairs
* Photos from the Holiday Luncheon will be posted on Facebook, Twitter and Instagram, as well as our Google photo site.

**January**

* Attend Spring Event committee meeting, if scheduled.

**February**

* Attend Spring Event Committee meetings. Late in month, begin Social Media posts

**March**

* Attend Spring Event Committee meetings
* Send out press releases and on-line calendar posts at least 6 weeks before event.
* Social media posts continue
* Work with Marketing VP about any audio, video needed at event
* Send out complimentary invitations to media

**April**

Attend Spring Event committee meetings

Attend Event

Social media posts continue up until event or end of on-line donation timeline.

Prepare social media posts with photos for Assault Survivor Kits for Sexual Assault Awareness and Prevention Month- April

Prepare social media posts with photos for ALI Bears for Child Abuse Prevention Month – April

**May**

* Send out social media posts regarding new slate of officers and Ada Edwards Laughlin award winner.
* Prepare 3 copies of end-of-year report for President-Elect, VP Marketing and procedure manual.
* Train upcoming PR chair