

## PUBLIC RELATIONS DIRECTOR

*The main purpose of this board position is to oversee all aspects of communication with the general public.*

### **Duties and Responsibilities**

- Works closely with the Communications Director to make sure information is in sync with that going out to membership.
- Recruits a team of volunteers to assist.
- Responsible for promoting the following events:
  - EDUCATIONAL EVENTS: PR Director needs to work w/ Educational Director to assist in promoting Educational Events. Also needs to work closely with a Public Relations Professional should Connections hire one to promote the event.
  - COMMUNITY OUTREACH FUNDRAISERS: PR Director will work with Community Outreach Director promote their specific events.
  - MONTHLY MEETINGS: PR Director will promote Connections Monthly meetings.
  - The PR Committee will promote events by creating press releases and sending to the media, referring all media questions to appointed member of the Event Committee.
- In charge of production and distribution of press releases for ongoing and special events.
- In charge of maintaining PR distribution list.
- Responsible for following up to see what media sources are publishing our releases, and monitor for errors to request a reprint with the correction.