

PUBLIC RELATIONS POSITION DESCRIPTION

1. POSITION IDENTIFICATION

Title	Public Relations Member
Functional Area	Governance Committee
Reports to	President
Salary	Volunteer Position
Employment Status	Active

2. POSITION OBJECTIVE

The focus of this role is on developing and implementing a public relations plan that includes online activities and the organization's annual meeting. The Public relations Director must do the following:

- The public relations director focuses on providing information.
- Responsible for managing the public relations department and the content it delivers. Ensures brand message is consistent, timely, and relevant.
- The public relations director is responsible for developing and implementing the annual public relations plan. This includes the organization's website, online activities, and its annual meeting.

3. COMPETENCIES REQUIRED

Communication	The Public Relations Member reports to the President. He/ She participate in Board meetings as a voting member.
Team work	The main team for the Public Relations Director is the Governance committee which also includes the Marketing Director and the Fundraising director.
Self	It is extremely important for this position applicant to understand that

Management	everything will be a self-management position. You will need to be able to work alone and have time management expertise.
Planning and organizing	<ul style="list-style-type: none"> • • Work with media outlets to publish timely company information, such as press releases, brochures, and other materials. • • Ensure communication strategy is consistent and reflects the organization’s strategic vision. • • Implement social media strategies. • • Grow online supporter base and traffic. • • Perform social media community management duties. • • Build and sustain online communities. • • Manage relationships with media outlets. • • Produce and publish mass communications with email blasts and marketing campaigns. • • Refine core messaging to ensure organizational consistency in all aspects of communication including development, organizing, and education. • • Ensure consistent framing of messages. • • Publish videos and photography on company website and blogs. • • Document presence of companies at events, conferences, and speaking engagements. • • Advocate on behalf of the company brand with external stakeholders and the media across all communications channels and vehicles. • • Collaborate with marketing to develop the advertising, marketing, and promotion plans. • • Edit and revise content as necessary • • Create, Plan and Conduct events for the organization, including fundraising events. 4 Events per year (Big events), Quarterly Fundraising events.
Technology	The Public Relations Member may be the registered agent with respect to the laws of the jurisdiction of the person upon whom a legal notice to the corporation is served, and responsible for ensuring that documents necessary to maintain the corporation are filed.
Learning	<ul style="list-style-type: none"> • Managing own learning.

**4. PERSON SPECIFICATION
 QUALIFICATIONS/KNOWLEDGE/EXPERIENCE**

Qualifications – Desirable: Bachelors Degree and/or 5 Years Experience

Knowledge, Skills & Experience (Essential):

Knowledge, Skills & Experience (Desirable):

5. ORGANIZATIONAL RELATIONSHIPS/AUTHORITY (CURRENT PRESIDENT ONLY)

ORGANIZATIONAL RELATIONSHIPS

Reports to: President

Manages: NA

Internal Contacts: Board Members

External Contacts:

7. OCCUPATIONAL HEALTH AND SAFETY

Employees are responsible and accountable for:

- Compliance with board member policies and procedures for risk identification, risk assessment, and risk control
- Active participation in activities associated with the organization

ACKNOWLEDGEMENT

This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the role.

Board Member:

President:

Signature:

Signature:

Date Issued: