

Job Duties and Responsibilities

Chair of Public Relations Committee

Overview

The overall role of the Chair is to ensure that Public Relations Committee members are well prepared for the meetings and that the meetings proceed in an efficient and effective manner. In addition, the Chair ensures the SDAD Board is informed of the Committee activities. The PR Committee's main responsibility is to manage public relations activities.

Duties and Responsibilities

- Oversee and direct the public relations activities within the association.
- Work closely with the President and/or chairs of committees to post announcements, flyers, press releases, etc. on the association's website, Facebook, and email distribution.
- Perform social media community management duties, including administration of the website and Facebook.
- Assist the SDAD News Editor with the dissemination of SDAD News via electronic mail and snail mail if requested.
- Attend SDAD-related events and take pictures or videos.
- Publish videos and photography on the association website and Facebook.
- Plan, develop, and update the marketing and/or promotional materials such as brochures, business cards, fact sheets, booth displays, freebies, etc.
- Manage relationships with media outlets.
- Submit a narrative report of the committee activities to the President on a quarterly basis.
- Be present at the Board meetings and the organization's biennial conference upon request.