

VP Public Relations Role

CLUB DUTIES

- Responsible for developing and directing a publicity program
- Publish the Club Newsletter
- Assist with maintenance of website

OUTSIDE CLUB ACTIVITIES

- Attend Club officer training semi-annually

AT THE CLUB MEETING

- Guests greeted warmly & enthusiastically introduced
- Allow time before & after meeting to speak with guests
- Meetings start and end on time
- Discuss the Club's plan and progress with members

SKILLS DEVELOPMENT/CAREER ASSESSMENT

- Media Relations
- Campaign Development
- Reward/Incentive Planning
- Consulting
- Journalism
- Publications
- Advertising & Promotion
- Photography
- Graphic Design
- Seminar Development
- Networking