



JOB DESCRIPTION

Title: Marketing and Public Relations Chair
Member: Communications Council

Goal: To improve the frequency, accuracy and consistency of public relations and marketing efforts of League to the community.

Duties:

- Assist the Recruitment Chair in marketing the WEB provisional program
- Market and promote League in the community
- Write and submit press releases about general meetings, special projects/events, fundraisers, awards, National Volunteer Week. etc. with the exception of Show House
- Obtain copies of news clippings of press releases and submits them to the Communications VP
- May be required to assist certain Show House committees, such as Public Relations and Program
- Secure television coverage, when applicable
- Communicate regularly with leadership team and advise of internal marketing opportunities
- Initiate creative ideas to promote Junior League requirements through outcomes based communication
- Attend, encourage and support Junior League events

Time Involvement:

- General meetings once a month
- Communications Council meetings monthly
- 1 to 2 hours a week preparing press release, marketing materials, etc.
- Contact via phone and e-mail with media
- Can become more time consuming if there is a special project/event that requires more press. Time commitment will increase if there is a Show House involvement

Experience:

This is a perfect position for a member who has strong communication and writing skills. Daytime availability is necessary for telephone calls to the media. Writing can be done at any time of the day.