

## **PUBLICITY/SOUND/WEBSITE CHAIRMAN**

### **Job Description**

**2015-2016**

Plans and is responsible for all publicity pertaining to HSC activities including Luncheons, Annual Charity Auction, Thrift Shop, Ways and Means, and any other charitable projects. Attends all Board Meetings and functions. Reviews and understands the HSC Constitution, By-Laws and Operating Policies.

1. Reports to 1<sup>st</sup> Vice President.
2. Attends all Board Meetings and all other regular or special meetings of the HSC.
3. Is a member of the Administrative Budget Committee.
4. Selects a co-chairman as needed.

#### **THE SOUND:**

5. Publishes up to ten (10) issues per year of "The Sound" newsletter (August, September, October, November, December/January, February, March, April, May, June). The August and June editions are published at the discretion of the HSC Board, with President's approval.
6. Is responsible for all phases of production including: collecting copy, layout and proofreading material.
7. Sends completed edition of "The Sound" to the Membership Chairman for electronic distribution to the General Membership and others on the reservations mailing list. The Membership Chairman mails print copies as required.
8. Prints copies needed for distribution at HSC Luncheons and at other base functions.

#### **WEBSITE/SOCIAL MEDIA**

9. Keeps the website up to date.
10. Receives information from Board Members, particularly Programs, Reservations, Special Activities, Fundraising and the Executive Board, to post on the website.
11. Maintains instructions on how to edit and operate the website. Manages other users' permissions to the website.
12. Manages Hurlburt Spouses Club pages on Facebook. Posts events and activities to Facebook and manages permissions for memberships on the HSC groups.

#### **PUBLICITY**

13. Attends "Welcome Spouse" class (organized by Airmen & Family Readiness Center) to publicize HSC. Maintains a stock of pamphlets for distribution. Arranges for a Board Member to attend on the Chairman's behalf if there is a schedule conflict.

14. Plans all publicity pertaining to HSC activities including monthly luncheons, fundraising activities (as coordinated by the Charitable Fundraiser Chairman), Thrift Shop (as coordinated by the Thrift Shop Liaison), and any other activities/events.
15. Maintains a file of publicity outlets.
16. Maintains file copies of all articles submitted for publication.
17. Arranges marquees, radio and television interviews, calendar advertising, radio and television public service announcements, news articles, photo coverage, newspaper advertisements, ticket give away promotions, flyers, and any other necessary publicity for charitable, social and fund raising events.
18. Submits a monthly written report via e-mail to the Secretary by 5 PM Friday before the Board Meeting. If report is not submitted by e-mail before meeting, please bring copies to the meeting for all Board Members. Report should include details of activities for the month. It also lists all income and expenses for the month.
19. Contacts the 1<sup>st</sup> Vice President by 5 PM Monday before the Board Meeting with items you wish to place on the Agenda.
20. Gathers information from the Board, by the 20<sup>th</sup> of each month, of any information to be included in the Sound or on the website.
21. If any expenditure is incurred, Publicity Chairman submits receipts and a reimbursement request form to the appropriate Treasurer. Receipts must be submitted within 1 month of purchase for reimbursement to be made by HSC.
22. Submits the estimated expenditures for the current year (revised budget) and estimated expenditures for next year's budget in January to the appropriate Treasurer before the Budget Review Meeting.
23. For historical data and continuity of information, Publicity Chairman also submits a separate "After Action Report" to the President, 1<sup>st</sup> Vice President, and Honorary Presidents detailing information corresponding to any special activities/duties (i.e. problems/solutions for publicity for Charity Auction and Sound of Independence and any special information that would make future projects easier).
24. Reviews and revises job description. Submits revised job description to the Parliamentarian at the December Board Meeting.
25. Keeps an accurate notebook with current and past Board year records. A Board year begins in June and ends the following May.
  - a. The Active Board Notebook holds the following information for the current Board year's activities and duties: HSC Mission Statement, HSC Organization chart, Board Report Preparation, Board/Luncheon Dates, HSC Board Roster, Job Description, Monthly Calendar of Duties, monthly Board reports/agendas/minutes, Parliamentarian Procedures, Blank Motion Sheets, Constitution, By-Laws, and Operating Procedures.

- b. The Board Historical Notebook holds the following information for the past years' activities and duties: Minutes (three previous years), Board Reports (three previous years for your position), After Action Reports (three previous years), Budgets (three previous years), Historical data pertinent to your position (i.e. samples of contracts, comparisons with previous years, attendance data for an event).
26. Contacts the chairman filling the job for next year's Board. Sets up a time to meet before the May Board Meeting. Explains the procedures of the job thoroughly and turn over all books and paperwork. Attends May's combined Board Meeting where both incoming and outgoing Board Members are present. President may request incoming/outgoing Chairpersons to meet in small groups during May Board Meeting.
27. Thank you for volunteering and have a great year!

(Revised 02/16)