

Newcomers of Central Florida, Inc.
Job Description of
Publicity Chair

The Publicity Committee is a Standing Committee of Newcomers of Central Florida, Inc. The Chair is a member of the Executive Committee.

By-Laws description of duties

The By-Laws contain no specific descriptions of duties for Committees. General information on Committees is included in Article VIII: Executive Committee and Article IX: Committees.

Description

The Publicity Chair is responsible for building and developing community awareness of the Club. This shall be achieved by arranging for appropriate local media coverage that promotes membership in the Club, as well as selected club functions and activities.

If needed, a Co-Chair may be appointed by the President.

The Chair is expected to attend monthly Board Meetings and Luncheons.

Basic Job Functions

Obtain information on current and future Club activities

Get speaker and Luncheon program details from the VP for Programs

Check with the President if there are any questions regarding what to publicize or to speak on behalf of the Club

Email press releases to newspapers and other local publications on a monthly basis. Attach photos with captions if appropriate. (Avoid faxing material unless a fax is requested.)

Press releases can cover the election and installation of the Club President and Executive Board, monthly Luncheon meetings and speakers, the annual Fashion Show, Welcome Socials designed for new members, Game Day, charitable outreach, and other special events and activities. Take photos or get photos from the Club's Historians and VP for Programs if needed for publicity

Keep the VP for Membership informed of what newspapers, flyers, brochures, etc. have her name and personal phone numbers or email address. Update these names as needed when there is a change in Chairs

Deliver flyers or brochures to libraries and other locations such as real estate offices and recreation and senior centers. Restock when needed. Ask Board or Club members to help with brochure distribution

Maintain and frequently update a press list of local media. Keep a copy of this list in a binder and update as needed with contact name and job title, publication name, mailing address, telephone number and e-mail address. Also keep an eye out for new publications as they are introduced in our area, and add them to the press list

Collect newspapers, magazines, and members' homeowner association newsletters to check for possible Club mentions and changes in reporting staff

Invite select editors to attend our events to take photos and get to know our Club and Club members

There is a very small budget for picking up luncheon tabs of important reporters if needed. This money can also be used to purchase binders and plastic binder pages

At the May Board Meeting, submit a preliminary budget to the Treasurer for next year

At the May Board Meeting, submit a written report to the Board summarizing the year's activities

Pass down the list of press and local media contacts to the incoming Publicity Chair, along with the Publicity Binder.

Requirements

Knowledge of the who, what, where, and when of publicity

Willingness to make media contacts in the community

Knowledge of Microsoft Word processing

Computer, printer, email

Note: This job description is not intended to be all-inclusive.

Position may perform other related duties as required to meet the ongoing needs of the Club.

Revised: January 1, 2014