Public Relations Committee Job Descriptions

Public Relations is charged with producing a quarterly newsletter. This includes, but is not limited to:

1. Requesting and securing articles
2. Creating a targeted list of article topics
3. Targeting potential PR avenues
4. Creating resources and contacts with area Business Journals
5. Creating resources and contacts with industry magazines
6. Submitting announcements, as appropriate, to Business Journals
7. Submitting announcements, Trade Show schedules and other items to industry magazines

**Board Advocate**

1. Works directly with the PR Chairperson.
2. Functions as liaison between the Public Relations Chairperson and the Board of Directors.
3. Directs PR Chairperson and Committee Members.
4. Communicates to the Chairperson and Committee Members the activities of the Board of Directors, including the decisions made at each meeting of the Board.
5. Attends all Board of Directors’ Meetings.
6. Be an active advocate of the association’s mission.
7. Shall continually seek prospective volunteers with PR Strengths and invite them to attend Committee Meeting, encouraging their participation.

**Chairperson**

1. Poll Committee and Board Members for agenda items and prepare agenda accordingly.
2. Have agenda approved by PR advocate prior to scheduled meeting(s).
3. Shall schedule and preside over PR Committee Meetings.
4. Shall continually seek prospective volunteers with PR strengths and invite them to attend Committee Meetings, encouraging their participation.
5. Encouraged to attend all NWPMA Committee Meetings, i.e. Fall and Spring Showcase, Membership, Pro-D, etc. to support and recognize all PR opportunities.
6. Attends all Board Meetings.
7. Shall be an active advocate of the association’s mission.
8. Reports activities of the Committee to the PR Advocate and Board Members.