

BOARD OF DIRECTORS POSITION DESCRIPTION (2022-2023)

Position Title: **Publicity Chair**

Officer Term: One Year (May serve up to two consecutive one-year terms.)

Administrative Duties

Major Functions:

Pursuant to Section 55 of the bylaws, the director serving in the office of **Publicity Chair** shall conduct TMC and TMCC publicity and public relations, under the direction of the president and the board. Publicity Chair responsibilities shall include internal (including website, newsletter, TMC App and other member-oriented communication) and external (including various online, social media and community outlets) communication, including event promotion and general **knowledge sharing of The Monday Club and TMCC and their missions and activities.**

Additional functions include:

EVENTS:

Create or approve the creation of online event listing for (and promote) all The Monday Club (TMC) and The Monday Clubhouse Conservancy (TMCC) fundraising events.

(Webmaster)

FUNDRAISING & ECOMMERCE:

Coordinate ecommerce marketing efforts to promote awareness of the club and clubhouse, assist in fundraising efforts.

(Online stores consist of our website store – Club merchandise and Raising A Reader.

(Webmaster or designated club members)

WEBSITE:

Create and update all web pages and event listings on themondayclubslo.org as needed, with the approval of the board. (Webmaster)

CLUB NEWS & COMMUNICATION:

Communication with the General Membership will occur via the monthly newsletter and monthly reporting at the board and General Membership meetings. Additional information may be presented to members, contacts, and the public via The Monday Club website and eblasts.

(Webmaster may assist.)

PUBLICITY TO MEDIA SOURCES AND SOCIAL MEDIA:

The **Publicity Chair** manages the spread of information between the organization and the public. Public relations may include gaining exposure using topics of public interest and news.

Maintain relationships with the SLO County community and the media. Common activities include designing communications campaigns, writing news releases and other content for news and feature articles, working with the press, arranging interviews, writing website and social media content, facilitating internal communications, and managing the organization's reputation and marketing events.

SPECIFIC PUBLICITY & MEDIA ACTIONS:

Formulate publicity deadlines for local print publications. Direct social media postings. Determine feasibility to participate in various promotional events (i.e. Bridal Fairs, etc.)

- Work with event chairs to develop publicity items for distribution
- Design and/or work with Graphic Designer (**Webmaster, club member or community member**) to create & edit art for media and marketing (see guidelines)
- Create and distribute press releases to media sources
- Post TMC & TMCC events on community calendars and local news and community calendars, including social media
- Interface with the SLO Chamber of Commerce & the City of SLO Tourism board to publicize select events
- Be alert to publicity opportunities
- Each year create an eblast calendar for each scheduled event and obtain board approval. Coordinate with committees and update as needed. (**Webmaster/Chair**)
- Preview communication / publicity plans with Board.

PUBLICITY COMMITTEE

If needed, recruit and direct the following committee positions to assist with skilled functions/duties:

- **Online Event Coordinator**
- **Webmaster**
- **Graphic Designer**
- **Online Store Manager**

Compliance Filing: None

Skills required:

- Oral and written communication skills
- Basic computer and word processing skills
- WORD and PDF programs
- Social media posting capability

Skills desired:

- Public speaking and networking ability
- Website content management skills
- Basic graphic design skills
- Ecommerce management