

Public Relations Chair Job Description

The Public Relations Chair is responsible for providing communication assistance to the GCAC board members for to the chapter at large. When needed, the Public Relations Chair assists other board members in communicating to the chapter by writing emails and writing and constructing event notices.

The Public Relations Chair is responsible for creating and writing announcements for all main chapter events. These announcements contain information about the event and topic, the location, the date and time, the cost, and registration. Additionally, for some events, the Public Relations Chair will create postcard announcements that are mailed to the chapter. For both of these announcements, templates are available; however, the Public Relations Chair can create the announcements in any format or style. Generally, drafts of the announcements are circulated to the board members for feedback prior to distribution to the chapter.

Additionally, the Public Relations Chair assists the Education Chair with the Annual Chapter Conference. For this event, the Public Relations Chair will create a postcard announcement to send to the chapter. However, the main assistance the Public Relations Chair provides for the conference is in the form of the conference brochure. Working with the Education Chair, the Public Relations Chair creates the conference brochure. The conference brochure can be in any style and format but must follow the brochure guidelines that have been developed by National Headquarters. The conference brochure contains all information about the chapter conference, including the courses offered, as well as cost and registration information. The conference brochure is usually provided on the chapter website as a downloadable pdf document.