

SCRID Public Relations Committee Chair

Reports To: SCRID PRESIDENT
Status: Volunteer

POSITION PURPOSE

To promote SCRID events via social media accounts, maintain organizational brochures. Public Relations Committee promotes SCRID-hosted events only.

Must be a current SCRID member in good standing.

PRINCIPAL RESPONSIBILITIES

- Create event promotions using SCRID social media accounts (Facebook, Instagram, Twitter, etc.)
- Create a Facebook event for all SCRID-hosted events
- Maintain the SCRID informational brochures, to be reviewed annually
- Collaborate with the Professional Development Committee and Website Committee chairpersons regarding the promotion of SCRID events.
- Check SCRID email a minimum of one time per week
- Respond to time-sensitive communication within 24 hours or sooner, if possible
- Submit a monthly report, to include updates on the number and frequency of SCRID event promotions and connections in social media accounts
- Submit an annual report for the annual membership meeting
- Attend 75% of all board meetings
- Oversee the fiscal year budget for the Public Relations Committee

TRAINING, EXPERIENCE, ABILITIES

- Experience (or motivation to learn) social media accounts and the SCRID member email system;
- Good written, verbal & ASL/PSE communication skills;
- Sensitive to members needs;
- Public speaking skills;

ABILITY TO

- Interface in a mutually cooperative way with SCRID members, Board and volunteers;
- Work as part of a team with others;

ESSENTIAL JOB FUNCTIONS

- Ability to effectively communicate multiple projects and tasks.
- Use social media

Event Promotion Schedule

Promotions for SCRID events should follow the following approximate schedule, and implemented as soon as event details are provided to the Public Relations Committee:

Week 8, 6, 4, 3, 2, and 1 week prior the event; and again at 3 days prior to the event.

Event Promotion Request Protocol

To request promotion for a SCRID-hosted event, submit the flyer and details to pr@scrid.org as early as possible to ensure proper distribution and frequency of the event to SCRID members, stakeholders and friends.

See SCRID Event Promotion Policy for non-SCRID events.

The following details must be included in the event flyer:

- Name of event
- Date and time
- Location and map or link to an online map
- Cost of registration
- Registration site link (Wild Apricot)
- Description
- Name and biography of presenter
- Cancellation policy
- Accommodations disclaimer