

Public Relations (PR) Manager

Chapter PR is concerned with how the chapter informs people about its activities. Publicity involves any media exposure about chapter and its members. PR can be one of the chapter's most important activities. Good PR can build chapter and Society recognition, enhance interest in meetings and events, and attract new members. PR helps STC chapters establish and maintain lines of communication, understanding, acceptance, and cooperation between the Society and its audiences. Through good PR programs, the technical communication profession can become more visible and STC recognized as the leading organization representing members in this field.

The target audience includes: prospective members and their management, other STC chapters, and branches of related communication organizations.

The Public Relations (PR) Manager is a volunteer position with the following responsibilities:

- Sends out press releases for workshops, meetings, competitions and other related chapter activities
- Updates PR contacts database
- Sends PR releases for chapter election results, competition awards, and other press worthy awards attained by the chapter and/or chapter members
- Attends and participates in chapter and administrative meetings
- Reports on PR-related topics at monthly administrative meetings
- Ideally, works to increase PR contacts and creates promotional materials to increase the STC visibility with the target audience in the local area

Requirements

- Access to e-mail

Time commitment

- 2-3 hours per month

Term and Succession

- The term is one year with no succession.