POSITION OVERVIEW:

The VP of Public Relations creates the newsletter and distributes information and advertising for Women in Leadership. She will manage WIL’s social media (Facebook and LindedIn) and take promotional material pictures for WIL events. She will send out all email correspondence to WIL membership.

MONTHLY DUTIES:

1. Review board minutes from previous month’s meeting.
2. Attend the monthly luncheon. *(11:15 arrival time, 2nd Thursday of every month minus July)*
   1. Check member spotlight drawing name to see if it is a duplicate. Let the secretary know to draw again if necessary.
3. Compose monthly board report. *(Due @ 5:00pm Monday before board meeting)*
4. Submit the newsletter deadline information on the monthly board report.
5. Attend the monthly board meeting. (*3rd Thursday of every month)*
6. Manage all social media and review opportunities to brand WIL through various platforms.
   1. Create a Facebook event for monthly luncheons and special events. Post event reminders.
   2. Post member announcements, quotes, and other community events as relevant.
   3. Post pictures taken at WIL events.
7. Compose the monthly newsletter. *(Due the end of every month)*
   1. Gather articles from the board *(They should email you this info on the 25th of every month)* and send reminder emails if needed.
   2. Collect the current month members’ birthdays and add to newsletter from website database.
   3. Interview and gather information for the winner of the Membership Spotlight. Keep track of who has been featured in the Membership Spotlight to prevent duplication.
   4. Send newsletter proof to board members, make suggested changes, and send to members.
   5. Edit and distribute monthly newsletter to all contacts in the website platform.
   6. Correct any “bounceback” emails.
8. Public Relations distribution
   1. Create a list of publications to distribute PR information and create a schedule to follow carefully considering how to reach diverse women.
   2. Distribute PR information to chosen marketing sources (ex: IBI Magazine, Journal Star).
9. Committee
   1. Chair the Marketing Committee and report to board.
   2. Select three to five WIL members to make up the Marketing Committee.
   3. The Marketing Committee is responsible for developing ideas to market the WIL organization. This committee supports each of the other committees to keep a consistent branding of WIL marketing material including website and social media.
   4. Schedule meeting dates.
   5. Report ideas to board.
10. Promotional Pictures
    1. Responsible for taking promotional pictures throughout the season and sharing them through appropriate formats including the WIL Google Drive. Ensure there is a diverse representation of members and attendees at all WIL events, meetings, etc.

*Specific activities recommended by month:*

MAY

1. End of year budget (report advertising/marketing and constant contact fees)

JUNE

1. Take pictures at Awards luncheon and other events and submit to VP of Technology .
2. Send out June Awards Winners to appropriate media outlets.

***Total Time/Month: 5 hours (monthly meeting, board meeting & report)***