

# Position Description: Public Relations Chairman

## Description:

This resource provides an overview of the roles and responsibilities of a Public Relations Chairman. This description will provide a framework for all Public Relations Chairman to operate across the International Fraternity.

## Goals:

- To identify the roles & responsibilities of the Public Relations Chairman.
- To clarify what the International organization expects from chapter members serving in these positions

## Competencies Addressed:

- Self-Governance
- Organizational Leadership
- Personal Excellence

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## Public Relations Chairman

### Position Description

1. Responsible for managing the public perception and overall image of the Chapter.
2. Responsible for managing the Chapter's social media accounts.
  - a. Should create a social media calendar or request sheet so other officers can ensure their events and needs are promoted.
3. Design and order any official Chapter shirts with DKE International approval.
4. Lead a workshop on proper social media usage for the active and new members of the chapter.
  - a. Work with the Vice President to ensure chapter policies are followed.
5. Responsible for coordinating gifts for the sororities and other members of the community.
  - a. Welcome back gifts, Christmas Cards, Founder's Day shoutouts, sweetheart birthday gifts, and helping schedule serenades.
6. Work with the Historian and the Recruitment Chairman to create promotional materials for the recruitment season.
7. Work with the Vice President of Health & Safety to ensure that your role in the Chapter Crisis Management plan is understood.
8. Seek out opportunities for Chapter sponsorship from local and national businesses.

