

Publicity and Image Chairman Position Description

Position Purpose

The objective of this role is to make membership candidates (and, to a lesser extent, the general public) aware of the Branch within its membership area.

Primary Responsibilities:

- Read, understand and applies all State SIR Guidelines relating to the Publicity and Image Committee as outlined on the State SIR website.
- Build a relationship with local media outlets and regularly inform them of Branch luncheons, meeting place, time, dates, achievements, activities and events.
- Utilize other available means of communication to publicize the Branch and inform membership candidates (and to a lesser extent, the general public) of SIR activities.
- Maintain a supply of SIR publicity and recruiting tools (SIR cards, brochures, bumper stickers, etc.) for individual members to use in person-to-person recruitment and general publicity efforts (such as farmer's markets, health awareness days, holiday celebrations, etc.).
- Establish and man a publicity and image area or table near entrance of the meeting room with SIR posters, recruiting materials and activity information.
- Ensure the meeting venue and program meets the image that the branch wishes to promote to maintain member satisfaction and guest impressions.
- Maintain a record of publicity contacts and outlets, programs and plans for continuity of publicity committee activity from year to year.

SIR Leader Expectations, Skills and Knowledge Required:

- Understand the RAMP Tool Kit videos and video learning points sections applicable to the function.
- Understand the SIR Leader Expectations.
- Build close relationships with key branch leaders and volunteers to enhance the overall effort.
- Use common word processing, spreadsheet, presentation and email software.
- Understand the SIR organization and whom to contact for specific information and advice.
- Possess knowledge of the contents of the SIRINC.ORG website with particular emphasis on recruiting best practices found in the Branch Information Section.

(Updated 2/28/19 P&P Committee)