CO-DIRECTORS OF PUBLIC RELATIONS + COMMUNICATIONS

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| REQUIREMENTS |
| Reports to: | President |
| Membership Requirement: | Full or Associate Member |
| Voting Privileges: | Voting |
| Term: | Two (2) Years, alternating cycles between co-directors |
| Term Limit: | N/A  |
| Source: | Annual Election |
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| RESPONSIBILITIES |
| **Editorial Amendment to ASLA-MN Bylaws** 817.3 The Co-Directors of Public Relations + Communications shall organize and oversee the following, but not limited to: coordinating policies and overseeing brand/identity, coordinating newsletter and email blasts, overseeing media strategy, connecting with the Board regarding events and membership, establishing and maintaining the events calendar, establishing an annual communication strategy, connecting with the university chapter and establishing a communication budget, working to promote the Chapter, events, and members to local members of the media by utilizing the resources provided online in the Chapter Operations Workbook; being familiar with the State Media lists, and actively reaching out to members of the media included on that list to build and foster existing relationships. Duties may include, but are not limited to, alerting and/or inviting local press to Chapter events including annual awards banquet, World Landscape Architecture Month events, and induction of new officers. The Co-Directors shall also seek out relevant member projects and events that could garner local media coverage and actively promote these events. The Co-Directors are also responsible for encouraging members to become involved in their local communities, including utilizing local ACE Mentor program opportunities. The Co-Directors shall also actively work with their national contact, the PR Coordinator at the Society, when planning and executing PR events to: establish and maintain connections with other local professional organizations; coordinate publicity for Chapter and professional activities; and organize exhibits, displays and volunteer staff schedules.* Facilitating communication to the membership, informing members of professional opportunities regarding advocacy, events, and specific opportunities.
* Coordinating the creation and publication of digital/print media including but not limited to the chapter website, e-newsletter, e-blasts, and social media.
* Facilitating coordination amongst the board and editors of \_SCAPE to create consistency of vision and values that align with the board's communication strategy.
* Familiarity with State Media lists and actively pursuing opportunities to enhance our presence amongst members of the media included on that list to build and foster existing relationships.
* Organizing classroom visits/career fair tables to promote the profession to students.
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