



# Society for Design Administration Public Relations Committee Chair Position Description

## Position Description:

The Public Relations Committee Chair is the lead person overseeing the Public Relations Committee. The Public Relations Chair comes under the direction of the Executive Committee (ExCom) and shall in general, oversee the charges and duties of the Public Relations Committee. The Public Relations Chair presides over the meetings of the committee members and prepares and submits reports according to established guidelines, or as requested by the President and/or ExCom. At the end of the one-year term, the Public Relations Committee Chair may remain the Public Relations Committee Chair for one additional year, at the discretion of the President Elect.

## What to Expect:

The Public Relations Committee Chair position is one of leadership - to direct and implement the vision that ExCom has established through the strategic planning process. The Public Relations Committee Chair must manage the members of the Public Relations Committee to ensure that projects and tasks are being kept to schedule and implemented on time. The Public Relations Committee Chair may be called upon to represent the Society at official functions, which may require travel and time off from an employer.<sup>1</sup> An estimated time commitment of two (2) to four (4) hours per week on monthly commitments and reports, which includes, but is not limited to, Public Relations Committee Chair Report, monthly telephone conference call with Public Relations Committee members, and Monthly ExCom / National Committee Chairs Conference Call. Expect extra tasks and/or preparations for Leadership Conference and EDSymposium as required. Ability to respond to email in a timely manner is required.

## Time/Financial Expectations:

Event/Task	Time Commitment	Funded by SDA <sup>2</sup>	Not Funded	Anticipated Dates
<b>ExCom/Committee Chairs Strategic Retreat</b>	2 days	Airfare, ½ hotel, meals	N/A	June/August
<b>ExCom/Committee Chairs Conference Calls</b>	1 hour per month	N/A	N/A	Per schedule
<b>ExCom/Committee Chairs Conference Call Prep</b>	.5 hour per month	N/A	N/A	
<b>Public Relations Committee Report</b>	1 hour per month	N/A	N/A	Per schedule
<b>Public Relations Committee Conference Call</b>	1 hour per month	N/A	N/A	
<b>Miscellaneous email correspondence and tasks</b>	1-2 hours per week			
<b>Work on initiatives undertaken</b>	2 hours per week			

Leadership is subject to be scheduled as a separate national event during some years, all to be determined by the current Executive Committee and economic conditions.

<sup>1</sup> Requirements to attend any of SDA's National events will be evaluated and determined by the Executive Committee in a timely manner.

<sup>2</sup> During budget preparations for the upcoming year, the Executive Committee will review and determine the availability of funds to reimburse portions of travel expenses for all National Committee Chair attendance to any National event, if attendance is required. This evaluation will be done on a yearly basis and determined by current prevailing economic conditions at the time of planning.

### **Duties and Responsibilities:**

- ◆ Oversees the Public Relations Committee
- ◆ Oversees the development and implementation of goals and objectives for the year, which reflect the overall strategic plan and vision of ExCom
- ◆ Prepares publicity statements for release at the time of the Annual Convention
- ◆ Obtains publicity for SDA through all available news media, publications of the AIA, and other publications and trade journals
- ◆ Works with Chapter Publicity Committees toward obtaining local publicity
- ◆ Writes and publishes Public Relations materials as needed
- ◆ Prepares monthly Public Relations Committee report, noting all activity / action and status of tasks for that month. Distributes to Headquarters and President Friday prior to scheduled monthly conference call
- ◆ Attends Annual Leadership Conference (if scheduled separately from EDSymposium)
- ◆ Attends annual EDSymposium
- ◆ Attends ExCom / National Committee Chairs Strategic Retreat (if any) (June)
- ◆ Communicates with affiliated organizations as requested/determined by the Executive Committee and/or Executive Director
- ◆ Assesses the need for volunteers to enhance program/service delivery
- ◆ Authors communications relative to the Public Relations Committee for BTM and such SDA communications as determined in schedule
- ◆ Acts as liaison to committees intersecting with the Public Relations Committee
- ◆ Prepares annual wrap-up report for the Public Relations Committee

### **Committee Purpose/Responsibilities:**

- ◆ To promote the organization
- ◆ To develop written materials/collateral to best represent the organization
- ◆ Maintain/create database of target outlets and editorial contacts/schedules

### **Budgets Responsible to Develop:**

- ◆ Public Relations Committee to submit proposed budget to ExCom for final approval