

## **Public Relations Chair**

### Job Description

Leadership role for Public Relations Committee; engage in promoting and creating good will for California Ships to Reefs by writing or selecting favorable publicity material and releasing it through various communications media. Act as, or recruit and supervise, Public Information Officer.

### Committee Job Tasks

Hold monthly Committee conference calls to further the Public Relations goals.

Prepare or edit organizational publications for internal and external audiences, including Annual Report.

Respond to requests for information from the media or designate another appropriate spokesperson or information source.

Establish and maintain cooperative relationships with representatives of community, trade and public interest groups.

Plan and direct development and communication of informational programs to maintain favorable public perceptions of CSTR's accomplishments and agenda.

Confer with production and support volunteers to produce or coordinate production of advertisements and promotions.

Study the objectives, promotional policies and needs of CSTR to develop public relations strategies that will influence public opinion or promote ideas, projects and events.

Coach volunteers in effective communication with the public and volunteers.

Prepare and deliver speeches to further public relations objectives.

Plan and conduct market and public opinion research.