



Job Title: Public Relations Director

Responsible to: President and Board of Directors

Qualifications:

- Directors general qualifications
- Ability to communicate effectively
- Ability to be self starting and enlist enthusiasm of membership
- Ability to network with general population, the greater swing dance community and the general membership.

Job Summary:

- Responsible for public relations within the publicizing dance community

Duties and Responsibilities:

- Produce club flyers
- Email club flyers and calendar of activities to appropriate individuals, clubs, and studios
- Maintain appropriate contact lists
- Take charge of the Flyer Table at monthly dance
- Recommend to Board of Directors a policy for distribution of flyers
- Handle information requests via the Dance Hotline
- Create articles for newspaper, journals, radio, TV, etc
- Search out and keep a current record of all available sources of media that can be used to promote the club
- Make monthly report to the Board as applicable