

## **PUBLICITY COORDINATOR**

### **Summary:**

The Publicity Coordinator plans, implements, and oversees media strategies, and publicity activities as directed by the ANC Board and monitors the FaceBook page. The Publicity Coordinator also serves as Historian and creates a photo book for President to be presented at the June Board meeting.

### **Position Requirements:**

- Medium level computer skills
- Comfortable with serving as a Club Representative or spokesperson

### **Responsibilities:**

Develop and execute, as needed and with Board approval, strategies and publicity to increase public awareness of the Club and its activities.

Assist in growing the Club's presence through Social Media activities. Monitor Austin Newcomers & Friends FaceBook page.

Regularly submit a message with a photo to the online "Welcome Mat" encouraging members to invite their friends to join Austin Newcomers.

Order Club business cards, as needed.

Take and/or solicit pictures taken of ANC activities to post on FaceBook page (Austin Newcomers & Friends) and have Communications Director post pictures on Club website.

Assemble selected pictures to create the President's yearly memory book as included in the budget. Provide a copy for President and a copy for the Texas Historical Society.

### **Reminders:**

All Board members:

- Must submit all expenses for reimbursement by the Treasurer before the end of ANC's fiscal year.
- Are expected to attend board meetings, usually on the first Wednesday morning of the month.
- Are expected to provide training for their positions when the incoming board takes office.
- Should respond ASAP to all inquiries from other members, potential members and Board members.
- Should periodically post information on the Club website and weekly newsletter pertinent to the position.