



## **PART-TIME VOLUNTEER JOB DESCRIPTION PUBLIC RELATIONS DIRECTOR**

**TITLE:** Public Relations Director

**STATUS:** Volunteer

**REPORTS TO:** Vice-President of Operations and Military Affairs

**REVISION DATE:** 02/14/2024 - v.2.0

### **PURPOSE:**

The Public Relations Director is a key volunteer role within the organization. This person is responsible to work in conjunction with the executive leadership team and the Social Media Director. The Public Relations Director, using traditional advertising, promotional, news and marketing channels, is to actively and consistently:

- (1) expand awareness of the services provided to Veterans and their spouses and
- (2) increase usage of the self-recording system.

### **DUTIES AND RESPONSIBILITIES:**

You will assist with creating Press Releases, original text, images and associated content and managing Press Releases to the appropriate channels. You will help manage our nonprofits' image in a cohesive way to achieve our service, awareness and marketing goals in helping our nation's military Veterans and spouses.

### **Some specific goals would include.**

- Generate, edit, publish and share engaging press releases on a regular basis.
- Coordinates all traditional marketing, advertising and public relations activities
- Serve as the main point of contact and liaison between OPS, media outlets the organizations it supports
- Assisting with social media calendar management, content research, platform monitoring, analysis, and more.
- Respond to queries in a timely manner and monitor customer reviews.
- Handles all print material
- Supports branding and design

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- Experience as a Public Relations coordinator or account management.
- Ability to deliver Press Releases in acceptable and professional formats.

- Knowledge of online Public Relation and promotional channels.
- Problem solving and analytical skills
- Experience using Canva, Metricool, Jasper AI and other content creation and management tools would be helpful.

**WORKING CONDITIONS AND PHYSICAL EFFORT:**

- The expectation is that the Public Relations Director will dedicate a minimum of 1-2 hours per week.
- Work would be completed online based on the Public Relations Directors availability and schedule.

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