



Vice President Public Relations

Expectations

As Vice President Public Relations (VP PR), you serve a vital role in **District 99** and **Toastmasters** in promoting your club to the local community and the media about the club's activities and the benefits it provides. You promote the club on social media channels and keep the web content updated. You are the Toastmasters brand ambassador safeguarding the brand identity. It's your job to notify the media whenever your club does something newsworthy. You will find yourself writing news releases, creating and distributing fliers, and maintaining the club's presence of the web and in the community.

Responsibilities

During your term you are expected to:

- Promote the club to eligible guests and notify the media regarding the club's existence and benefits
- Develop and maintain club social media pages and website
- Write new releases and distribute marketing materials
- Create club publicity campaigns
- Ensure the Club Contact and Meeting Information is up to date in Club Central
- Understand the importance and impact of the Toastmasters brand
- Update web content and safeguard the Toastmasters brand
- Hold yourself and other officers accountable including your attendance as a group of the first and second rounds of the club officer training
- Remain current with the Leader Letter, Toastmaster magazine, and Toastmasters International's social media channels
- Ensure that the following items are addressed in the monthly executive meeting agendas
 - Regular Club Business
 - Club Finances
 - Membership Renewals
 - Officer Reports
 - Gaining new members.
 - Progress in DCP
 - How to improve meetings
 - Mentoring program
 - Are members meeting their education goals, and how to help them.

I have read the above expectations for my role as Vice President Public Relations and agree to fulfill them to the best of my ability. I understand that if I fail in these responsibilities, it may result in my replacement.

Name & Signature

Date

Club

Area



Skills you will learn

- Marketing and promotion
- Social and public media/developing media relations
- Development of a social media plan across multiple platforms while adhering to brand standards
- Communication and interaction with local communities
- Copywriting and writing press releases
- Networking and relationship-building
- Critical thinking
- Organization and problem-solving
- Positive small group collaboration
- Compliance with standard procedures