



Bruce Trail CONSERVANCY

Public Relations/Publicity Director

The Public Relations/Publicity Director is responsible for the public image of the Club in the community, and for establishing and maintaining this image through the use of media announcements, advertising, etc.

Essential Elements:

- Read the Volunteer Orientation Booklet including the Volunteer Pledge and sign the BTC Confidentiality Agreement
- Promote the Club in general, especially by use of the Club displays
- Attend events that can be used to promote the image of the Trail and the Club
- Cooperate with the Membership Director to promote membership campaigns
- Arrange speakers for public interest groups as requested
- Ensure that the brand image of the BTC is maintained within the Club
- Responsible for promoting the Club to the local media
- Could promote the Club through Facebook, Twitter and other social media

It is helpful to have:

- Good people skills
- Good communication skills
- Computer skills
- Knowledge of marketing or public relations