

## **Public Relations Coordinator (Appointed)**

**Term:** One year

**Time Required:** 2 hours per month

### **Responsibilities:**

- Develop strategies to promote awareness of the Branch in the greater Ashland community
- Develop and maintain relationships with relevant media outlets
- Coordinate with and assist the Program Chair, Public Policy Chair, and special event chairs to promote events, programs, etc.
- Publicize Branch events and accomplishments in local media
- Work with Chamber Liaison

### **Qualifications:**

- Knowledge of AAUW's mission and the activities of the Branch
- Familiarity with the local media
- Ability to work creatively and with deadlines
- Good writing and interpersonal skills