

# GUIDE FOR PUBLIC RELATIONS DIRECTOR

(from *Guide for Officers*, Theta Xi Fraternity)

## DUTIES OF THE PUBLIC RELATIONS CHAIRMAN

### **Job Summary:**

**Develops better public understanding and support, both internally and externally, for Theta Xi using every available means (i.e., news media, campus/community speakers, personal contacts, publications, on-campus events, etc.). Serves as the official spokesman for the chapter or advises the chapter president when dealing with issues related to the college/university and public.**

### **Job Responsibilities:**

- Provides direction for all areas of the chapter in dealing with the public. Ensures that a quality image of the chapter is presented in all types of media contact. Makes timely announcements and/or acknowledgements to appropriate media sources.
- Serves as the official spokesman for the chapter or advises the chapter president when dealing with issues related to the college/university and public, to include duties as primary contact person for external publicity and media organizations.
- Assists with coordinating special events for the chapter, including reunions, homecomings, 6294/Founders Day, and other special alumni/undergraduate events.
- Approves the copy, format and design of chapter publications and announcements. May appoint the responsibility to various members of the chapter upon approval of the president depending on the particular situation.
- Serves as the chapter representative with external organizations such as the City Chamber of Commerce, television stations, etc. May appoint responsibility to various members of the chapter upon approval of the president depending on the particular situation.
- Submits budget requests to the treasurer prior to the beginning of each term. Assists in the administration of an effective budget control program.
- Performs other responsibilities as assigned by the president and/or vice president.