

## **“Marketing & Public Relations Committee”**

**Purpose:** To promote community awareness, and involvement with the Chickahominy Area Triad organization; plus, recruit potential members in sufficient numbers to facilitate the Triad’s organizational success. NOTE: The Committee Lead will provide the necessary training.

**Point of Contact for Guidance:** Committee Lead, Chairperson and Vice-Chair

### **Responsibilities:**

- Solicit charitable contributions (prepare and mail request for donations) and attend various community meetings, as necessary.
- Develop and distribute printed materials regarding Triad efforts to community businesses, potential donors, and partners; to include, churches, and social service agencies/organizations.
- Represent Triad at local community events such as county fairs, sporting events, etc. Provide support in all/any organizational efforts, as needed.
- Maintain a good working relationship with community partners and donors.
- Coordinate and develop media materials such as press releases and assist in the development of promotional materials, such as flyers.
- Committee Lead or designee briefs to the Triad Advisory Board and membership during bi-monthly meetings.

### **Desired Qualifications:**

- Good written and oral communication skills and ability to have a good relationship with others.
- Active involvement in community groups, associations, and events
- Marketing, sales, advertising, recruitment, or public relations background is helpful
- Reliable transportation, valid driver’s license, and clean driving record
- Proficient with use of the computer, the internet, Facebook, and email.

NOTE: Committee Lead coordinates all planned efforts with the Chairperson and Vice-Chair