



## **PR/COMMUNICATIONS VICE PRESIDENT**

### **Job Description**

The role of the PR/Communications Vice President is to communicate the LWVSFC positions and activities to the community. This job requires a good sense of the range of activities the League plans to undertake, the priority assigned to each one, and the resources that can be committed to a particular project. It also requires a basic understanding of publishing, media relations and social media/websites.

The PR/Communications Vice President:

- Partners with the Leadership Team to coordinate and design advertising and media materials to carry the League's message to the public and its members and to promote projects and initiatives.
- Works with other NM Leagues on state-wide promotion and information campaigns (e.g., NMListens, VOTE411).
- Prepares press bulletins and press releases at the request of Leadership Team.
- Compiles and publishes the VOTER as needed through Constant Contact.
- Manages the League's website and social media platforms (Facebook, Twitter, Instagram).
- Assists the Voters Services Vice Presidents in preparation of materials for VOTE411, voter guides, *Who's Who*, candidate forums, and voter registration activities as needed.
- Prepares Constant Contact notices for LWSFC events.
- Prepares monthly activity reports for the Board and attends Board meetings.

6/21/2022