



Job Description

Officer Position: VICE PRESIDENT MARKETING AND PUBLIC RELATIONS (Appointed annually, confirmed at Fall HOD. One year term, renewable.)

Rationale: The Vice-President for Marketing and Public Relations is responsible for promotion and presentation of the District's good public image.

Tasks & Responsibilities:

1. Form and chair a committee, in size and scope at his discretion, to assist him in the completion of his duties.
2. Liase with the VP Member Services to ensure that a consistant message is provided to the public.
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4. Ensure the District's web site is maintained and current.
5. Prepare an annual work plan and budget.
6. Attend the Society's annual Leadership Forum when invited.
7. Be responsible for ensuring that the District's chapters and quartets have the skills to market their talents.
8. Assist the District's chapters and quartets in matching their skills to the needs of the community.
9. Develop programs and materials to enhance public awareness of barbershopping.
10. Promote the sale and distribution of Society merchandise.
11. Liase with the Society Marketing and Public Relations Committee.
12. Attend all DMT and HOD meetings.

Directly Communicates with: District President, District Board, District VP Member Services, Society Marketing and Public Relations Committees, and all appropriate media and community information distribution channels.

| Reports Required | | | |
|------------------------------|--------------------|------------|--|
| Type | To | Copies to | Due Date |
| Annual Work Plan in writing. | District President | BOD DMT | For following year one week prior to September Planning meeting. |
| Progress Report in writing. | District President | BOD DMT | One week prior to each DMT and HOD meeting. |