

DIRECTOR OF PUBLIC RELATIONS 2025-2026 Job Description

Job Description: The Director of Public Relations shall serve as liaison for the Social Committee and the Philanthropic Fundraiser Co-Chairmen. She shall coordinate the publicity for all club activities involving community recognition.

List of Duties:

1. **AUTOMATIC COMMITTEES- Chairman: a)** Public Relations Committee
2. **AUTOMATIC COMMITTEES- Member: a)** Website
3. She shall review and follow the timeline in the PR Bluebook, being especially aware of the earliest obligations, i.e., New Member Brunch, Installation Day Tea, President's Portrait and bio for "In the Spotlight" in the Independent. The Outgoing Director shall oversee the photography at the New Member Lunch, assisted by the Incoming Director, who will then facilitate the publication of the photographs following the lunch.
4. At the May Board meeting, she shall request that all Directors and Standing Chairs notify her of publication needs for the coming club year.
5. She and her committee shall be responsible for securing a photographer for the following events: a) Reassembly Day Tea b) Civics/Honoring Day c) Civics Day/Honoring Day, d) other events requiring publicity, especially philanthropic projects.
6. She shall make herself known to the editors of all available publications including, but not limited to: KC Star, the Independent Magazine, 435, SPACES.
7. She shall meet with the Chairman of the Social Committee and be responsible for determining the publicity needs of each event chair; providing the Historian and the Website Chair with links to KCYM pictures on photographer's website; assisting the Social Chair with reserving space for the annual Mistletoe Party one year prior to the event, but no later than January 15th of the current year if possible.
8. She may work with the President-Elect in helping fill any vacant chairmanships that were not filled on Club Commitment Day that fall under her Directorship.
9. She shall be responsible for maintaining and budgeting for the Club's subscription to the Independent, and all changes in pricing for planned publicity.
10. She shall have a publicity fund to pay for all publicity concerning the Club.

KCYM TIMELINE

Public Relations

2025-2026

April

- Meet with your successor and review your Working Notebook, Blue Book, especially job description, timeline and budget (noting Independent subscription fee, if applicable.)
- Introduce yourself to media contacts, via email, as the Incoming Director of PR.
- Attend Incoming/Outgoing Board of Directors Meeting – the Incoming Director of PR should notify the incoming board members that they should plan to be available for pictures at the Installation Day Tea by 9:00 am. Contact the Installation Day Tea Chair(s) to remind them that a picture will be taken of the Committee.

May

Installation Day Tea

- Assist the photographer in taking photos of new Board members, New Members, the Tea Committee, and Honorary Chair (if applicable.) Record accurate identification of each member in a photo.
- Have a picture taken of the incoming President, President-elect and outgoing President in front of the Club House sign.
- Have a photo of the outgoing President passing the gavel to the incoming President. When the photographer sends notification that the pictures are available on his website, write captions for the pictures, and a short text to accompany the pictures and email them to the Independent and any other desired publication. Send a link to the photographer's website to the Historian, Website Chair and Newsletter Chair.
- Receive invoices from the publication(s) and from the photographer. Submit check requests for payment to the Treasurer.
- Remind President to arrange for her portrait to be taken for the "In the Spotlight" feature of the Independent, and to schedule the appointment in time to submit it before the Independent deadline. The President may provide her own bio although the Independent will edit as necessary. The photographer should provide the photo.
- Contact members that have signed up to serve on your committee to confirm that they will serve.
- Attend Joint Board of Directors Meeting- Prepare a motion for board members to approve your committee members. Contact the Social Chairman to remind her to have a motion for approval of social committee members. Let her know you wish to be invited to all meetings. Remind her to attend all Joint Board Meetings, business meetings and to submit reports, when applicable, for all meetings. Invite the President and President-Elect to committee meetings.
- Attend President's Calendar Meeting

June

- Attend Board of Directors Meeting

July

- Attend Board of Directors Meeting
- Receive invoice from the Independent for President's "In the Spotlight" feature. Submit request for payment to the Treasurer.
- Attend Mistletoe Party planning meeting with Social Committee Chairman and event Co-chairs.

August

- Contact Reassembly Day Tea chairs to offer help.
- Book the photographer for Civics/Honoring Day.

September

- Attend Reassembly Day Tea. Assist the photographer posing the groups, including the Reassembly Day committee and record accurate identification of everyone in the photos. Create one or two photos. When the photographer sends notification that the pictures are available on his website, write captions for the pictures, and a short text to accompany the pictures and email them to the Independent and any other desired publication. Send a link to the photographer's website to the President, Historian, Website Chair and Newsletter Chair.
- Receive invoices from the publication(s) and from the photographer. Submit requests for payment to the Treasurer.
- Attend Joint Board Meeting

October

Civics Day/Honoring Day

- Obtain a list of attendees to include each of the following groups for photographs: Past Presidents, Life Members, Silver Members and Honorary Members. Assist the photographer posing these groups and record accurate identification of everyone in the photos. Have pictures taken of the President, Director of Community Service, Director of Programs, and the representative of the visiting affiliate and the chair of the committee associated with those affiliates. Create one or two photos. When the photographer sends notification that the pictures are available on his website, write captions for the pictures, and a short text to accompany the pictures and email them to the Independent and any other desired publication. Send a link to the photographer's website to the President, Historian, Website Chair and Newsletter Chair.
- Receive invoices from the publication(s) and from the photographer. Submit requests for payment to the Treasurer.
- Attend Board and Business meetings.
- Receive proposed schedule and confirm reservations for the next Club Year with The Independent.

November

- Confirm Mistletoe with the photographer. (Do we want a photographer at Mistletoe for other publications besides the Independent?)
- Contact committee members to let them know that pictures will be taken before the start of the party.
- Attend Board and Business meetings.

December

Mistletoe Party

- Assist the photographer taking photos of committee members and candid photos. When the photographer sends notification that the pictures are available on his website, write captions for the pictures, and a short text to accompany the pictures and email them to the Independent, or any other desired publication. Send a link to the photographer's website to the President, Historian, Website Chair and Newsletter Chair.
- Receive invoices from the publication(s) and from the photographer. Submit requests for payment to the Treasurer.
- Attend Board meeting.

January

- Attend Joint Board of Directors and submit mid-year report..
- Attend Business Meeting and read mid-year report.

February

- Reserve space in the Independent for the "In The Spotlight" feature for the incoming President's Portrait and bio. Prepare budget recommendation information for Assistant Treasurer.
- Confirm the photographer for Installation Day Tea.
- Attend Board and Business meetings.

March

- Attend Board meeting and present Final Report for the club year.
- Review job description and timeline and submit changes to the President-Elect.
- Attend Business meeting and read final report.
- Prepare Working Notebook for successor.
- Turn in Blue Book to President-Elect.

April

- Incoming Director of Public Relations assists Outgoing Director by obtaining the list of the New Members, helping pose and identify the New Members in photographs, submit the photos for publication, receive and submit invoices for services by photographer, and publication fees.
- In a Benefit/Gala year, meet with the Gala Publicity Chair to coordinate all scheduled submissions for the Independent and all other gala PR plans which will impact the club year.
- Attend Incoming/Outgoing Board meeting.
- Attend Business meeting.
- Meet with successor to review job, timeline, Working Notebook.
- Submit article for the President's Report.