

Marketing & Public Relations Chair

The Marketing & Public Relations Chairperson is a volunteer position responsible for the planning, supervision and coordination of all Rebuilding Together Fairfield County public relations efforts to meet local and national goals, with the assistance and approval of Rebuilding Together Fairfield County board members. This includes recruiting and working with a committee of volunteers and developing community resources. Each job responsibility may be completed by the marketing and public relations chairperson, a board member at large, a committee member or paid staff. Additional, alternate or shared positions may be created to further the growth of the affiliate and to alleviate pressure on key volunteers.

Reports to: Board President and board members

Responsibilities:

Marketing & Public Relations

- Ensure that Rebuilding Together Fairfield County receives maximum publicity at all Rebuilding Together Fairfield County events
- Research new public relations opportunities or enhancements and make proposals for board approval
- Write and distribute press releases and public service announcements publicizing Rebuilding Together Fairfield County activities and fundraising events
- Develop public relations materials and activities to promote a broader understanding of Rebuilding Together Fairfield County and to meet Rebuilding Together Fairfield County goals
- Monitor progress on public relations goals and objectives
- Maintain control of public relations expenditures
- Ensure compliance with public relations standards set by the board
- Determine photo opportunities at all activities, obtain written releases from subjects
- Develop a mail/phone/FAX list of all local media, update list quarterly or as-needed for each activity
- Establish and maintain relationships with local media
- Act as Rebuilding Together Fairfield County spokesperson or identify appropriate board, committee member or staff person to serve as spokesperson
- Liaison with Fundraising Chairperson to ensure donors receive appropriate recognition in all Rebuilding Together Fairfield County publicity materials
- Ensure compliance with Rebuilding Together Fairfield County name and logo standards
- Work with Volunteer Development Chairperson to develop volunteer recruitment materials
- Maintain a file of press clippings and records of all Rebuilding Together Fairfield County publicity
- Serve as an advocate for Rebuilding Together Fairfield County and its mission

Board Role

- Work with the board and all board committees to prepare an annual publicity plan
- Serve as liaison between public relations committee members and the board
- Compile information for publicity reports to the board
- Prepare specific recommendations for discussion or decision for each board meeting
- Attend monthly board meetings and activities, including special events and retreats
- Recommend potential board members to the nominating committee throughout the year

Desirable Qualifications:

- Knowledge of Rebuilding Together Fairfield County mission and goals
- Knowledge of community resources
- Ability to handle multiple tasks simultaneously
- Ability to handle all Rebuilding Together Fairfield County business with tact, enthusiasm and commitment
- Excellent communication and writing skills
- Ability to motivate individual volunteers and volunteer committees
- Ability to delegate
- Public speaking ability

If you are interested in exploring this opportunity with us, please submit your resume to:

careers@rebuildingfairfieldcounty.org