Publicity Chair

Promote! Promote! Promote!

Job Description and Responsibilities:

1. Work with the key staff, staff advisor, and the council office personnel in managing and promoting the college.
2. Select a promotions and publicity staff.
3. Develop and implement a creative, effective promotional campaign and plan to encourage strong attendance from each district within the council(s).
4. Create static promotional display(s) for the council service center and insure that this display is present at all applicable commissioner events; including the monthly commissioner meetings at both the council and district levels.
5. Prepare and submit publicity copy for:
    a. Council newsletter and/or print medium.
    b. A flyer to be distributed to all commissioners as well as have copies at the scout service center.
    c. A mailing to go out to surrounding councils.

Selection Criteria:

1. Should have some promotion or publicity experience.
2. Possesses good writing skills.
3. Possesses a high degree of creativity.