

**Casterbridge Speakers 2014**

**Vice President Public Relations' Role**

Purpose of the Role:	Publicise the club to the outside world via a range of media, including press and social media. Promote the club and update web content, safeguarding the brand identity.
Accountability:	Write and distribute club news releases. Create and updates the club's relevant social media sites, including Facebook, Twitter, etc. Keep the club's website current and relevant Create or order and distribute flyers and other marketing materials to relevant groups
Recent Achievements:	Old TM magazines have been distributed widely with the relevant details and contact information.
Measures of Success:	A constant stream of guests visit the club Non-members recognise the existence of the club and know what we do
Benefits to the Role Holder:	This gives you an ideal opportunity to build up relationships with the local media and with community representatives
Skills, behaviours and level of commitment:	A creative flair for promotion, writing and a working knowledge of social media are important. This role does require a level of commitment to produce and maintain an up to date and interesting information flow about the club.
Potential Changes:	
Commitment to new role holder	