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# Palm Harbor Newcomers Club

## PUBLICITY CHAIR – GENERAL BOARD/BOARD OF DIRECTORS

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### Term of Office:

One year: June 1 to May 31.  
May be appointed to one additional consecutive term.

### Purpose:

Promote the Club to the external public in as many ways possible.

### Qualifications:

- Be a year-round area resident.
- Be computer literate.
- Be willing to serve and have adequate time to serve.
- Have the ability to meet deadlines.
- Have the ability to delegate.
- Have the ability to work collaboratively.
- Have the ability to serve with ethical standards and confidentiality and without conflict of interest.

### Reports To:

PHNC Executive Board,  
PHNC General Board and  
General Membership

### Principal Duties:

- Support the mission/vision/values/goals of PHNC.
- Be an enthusiastic internal and external ambassador for PHNC.
- Abide by the PHNC Bylaws.
- Serve as a member of the General Board and Board of Directors.
- Attend all Board of Directors and General Membership meetings and report, as appropriate, any and all plans, updates, actions taken or issues identified.
- If unable to attend a Board of Directors or General Membership meeting, notify the President and submit a brief report in writing not later than three days prior to the meeting.
- Maintain an up-to-date list of area media outlet contact information and parameters.
- Write and submit press releases about PHNC newsworthy events, including, but not limited to, luncheon meetings, special events and officer elections, including photos when appropriate.
- As appropriate and advisable, prepare and post information, pictures, graphics and other promotional materials on the PHNC public Facebook page.
- When possible, present information about PHNC to interested area groups.
- Represent PHNC on community non profit consortiums, if they are available and advisable.
- As necessary, submit budget requests for the position.
- Working within the approved budget, develop and purchase marketing/promotional materials.
- As necessary, submit check requests in a timely manner to the Treasurer.
- As appropriate, send thank you notes on behalf of PHNC for speaking engagements and special press. Media coverage.
- Delegate tasks as appropriate.
- Pass on materials, supplies and records and train successor. Materials should include a comprehensive list of all print and other media outlet contact information and parameters and source/cost information for marketing materials.