**Marketing & Public Relations Coordinator Job Description**

1. Oversee all external communication for PASC including website, emails, social media, photos & videos, and marketing materials (flyers, brochures, etc.)
2. Manage marketing budget
3. Create and continually update master marketing/planning calendar that tracks all events and activities to ensure all communication is aligned
4. Create sample marketing materials, toolkits, and templates for RD’s and RR’s to customize and use for their regions
5. Develop marketing materials as requested by committees
6. Determine the best applications to use for the running of the organization and train members on how to use them.
7. Manage Website
   1. Update website as needed based on board suggestions and upcoming events. Regularly check with board members for new additions and remove outdated information
   2. Keep Resource Hub current with articles on current PASC, leadership, and other subjects relevant to our members.
   3. Gather pictures from PASC events
8. Manage Social Media
   1. Oversee all “general” PASC social media and post weekly to engage followers.
   2. Oversee the President-elect and train (if needed) in the use of Twitter, Instagram and any other social media for content. Make sure it is updated. (Have all passwords for all accounts and share with PE.
9. Generate Email Blasts
   1. Create email blasts on upcoming events, announcements, and deadlines of programs.
   2. Align emails with all other marketing communications
10. Create agendas for Committee for all board meetings, including ED’s input.
    1. Send out to all committee members at least one week before the meeting, complete with deadlines.
    2. Coordinate agenda before meeting with student chairperson.
    3. Work on action plan for all items on agenda and complete with deadlines
    4. Assist student chairperson in writing and delivering committee report to the at each full board meeting.
    5. Follow up with all parts of action plan not completed at the meeting and accomplish by deadlines. Share results with AED and Secretary for publishing in minutes