

Marketing and Public Relations Coordinator

Job Description

(3 year term)

Purpose

The role of the Marketing and Public Relations Coordinator is to increase and support PR and marketing opportunities at region and state level, and oversee online and disseminate external communications.

Duties

*This is a coordinator only position, there is no committee to oversee

- Oversee all external communication for PASC including website, emails, social media, photos & videos, and marketing materials (flyers, brochures, etc.)
- Create and continually update master marketing/planning calendar that tracks all events and activities to ensure all communication is aligned
- Create sample marketing materials, toolkits, and templates for Region Directors and Region Representatives to customize and use for their regions.
- Develop marketing materials as requested by committees
- Curate PASC merchandise on pasc.net and at the state convention
- Manage the Marketing and Public Relations Budget
- Determine the best applications to use for the running of the organization and train members on how to use them.
- Maintain and update all relevant information and links on pasc.net

Other Expectations

- Attend all Executive Board meetings during the year (1 virtual, 1 in person)
 - Prepare a report for each of the Executive Board meetings.
 - Respond to emails and other correspondence in a timely manner
 - Maintain and update all relevant dates on the PASC master calendar.
- More detailed information available upon request

How to Apply

Complete an application, available at <https://www.pasc.net/exec-board-positions>

Please send any questions to executivedirector@pasc.net

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