

PUBLIC RELATIONS DIRECTOR Roles and Responsibilities

1.0 OFFICE AND TERM

- 1.1. Elected for 2 year term at the Spring annual meeting

2.0 SCOPE

- 2.1. Direct the public relations activities of the Local Section.
- 2.2. Participate in the Local Section Executive Committee.
- 2.3. Address all matters relating to the public relations activities.
- 2.4. Promote the Local Section involvement in the field of occupational health and safety through liaisons with other health and safety associations and/or groups.
- 2.5. Communicate with the media on behalf of the Local Section when necessary after consultation with the membership directors.

3.0 RESPONSIBILITIES

3.1. Promote the Local Section activities

- 3.1.1. Coordinate the purchase and distribution of promotional items to the members.
- 3.1.2. Prepare a Local Section promotional booth or display and loan out to members as needed.
- 3.1.3. Assist the local members with acquisition of promotional resource materials (ie. brochures, videos, and presentations) for community events (ie. school career days, career fairs).

3.2. Investigate activities or promotional opportunities outside the association which may impact the Local Section members

- 3.2.1. Direct an executive subcommittee for participation in the annual May/June North American Occupational Health and Safety week. This may include Local Section involvement, placement of advertising in local newspapers, etc.
- 3.2.2. Liaison with other health and safety groups and/or organizations for participation or input for the Local Section (ie. regulatory hearings impacting the membership).

3.3. Communicate with the media

- 3.3.1. When necessary, communicate with media on behalf of the Local Section after consultation with the Executive Committee.

3.4. Work within the Alberta Section budget

3.5. National PR activities

- 3.5.1. Be cognizant of national AIHA promotional activities and communicate with the Local Section members of these activities.