

Publicity Job Description

Reports to: President

The duties of the Publicity Chair shall include:

- A. All duties and responsibilities as listed in the most current Bylaws.
- B. Distributing information to the membership email list via appropriate platforms whenever the President provides a Member Update or when the Parliamentarian prepares a membership electronic vote.
- C. Collecting, coordinating, and disseminating all publicity for the VCC.
- D. Informing the community and leaders of VCC events including, but not limited to monthly functions, scholarship and CE grant application deadlines, fundraising events, and CIAO Conference registration and event schedule.
- E. Ensuring that all copying and mailing is in accordance with the Army Europe Regulation 210- 22.
- F. Working with the the Social Media chair, Graphic Designer, Newsletter Editor and Webmaster/IT chair to ensure a seamless integration and implementation of the VCC Annual Strategic Plan through social media platforms, e-marketing and the VCC website.
- G. Supporting skills may require competency or supervisions in videography, photography, graphic design, technology and proficiency in relevant software.
- H. Collaborating with other board members to ensure consistent theme/branding/messaging for VCC events and marketing efforts.
- I. Acting as the VCC liaison for all media sources and attending monthly community meetings hosted by USAG Italy to highlight upcoming events.
- J. Monitoring the VCC Facebook page for posts, comments and messages and replying in a timely fashion.
- K. Acting as a spokesperson for VCC when required such as command briefings, AFN radio promotions or other publicity opportunities within the community.
- L. The duties of the Newsletter Editor if that position is vacant.
- M. The duties of the Webmaster if that position is vacant.