



# Job Descriptions

STC Manitoba Information Line: (204) 954-0011

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## Public Relations Chair

A voting position.

Also see *Basic Responsibilities of All*.

### Main Duties

The main responsibility of this position is to increase public awareness of STC Manitoba.

### Specific responsibilities

**Time  
required**

Act as the executive contact for the Job Bank, Web Site, and Speakers Committees.

On a regular basis:

- advertise regular STC events such as monthly chapter meetings by placing notices and ads in local newspapers and other locations (a contact list is being developed)
- maintain contact list
- make promotional and display materials available to those who need them
- build contacts with businesses and other organizations to increase awareness
- work with the Web Site Committee to maintain current information about the chapter
- work with the Job Bank Committee to make sure the approach to the community is consistent
- maintain existing STC Manitoba promotional materials
  - Manitoba Chapter's brochure
  - portable promotional package
  - signage (signs and banner)

On an "as requested" basis:

- consider new promotional ideas for special events
- some suggested projects
  - in conjunction with the Professional Development committee, technical communication competitions (high school competition, Society's technical communications competition)
  - in conjunction with the Program Chair: upcoming seminars, workshops, or STC/RRC/MANCOM conference



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## Specific responsibilities

**Time  
required**

Continue established short- and long-term goals such as:

- participate in Career days in high schools, colleges, and universities
- submit an entry for the STC Public Relations competition
- maintain a marketing plan
- develop a consistent image for STC Manitoba
- monitor changes to the brand implementation of the Society for Technical Communication (International), and how they affect our chapter

## Tasks by month

**May**

**(incoming)**

**June–**

**August**

Create marketing plan.

Update contact list.

Research career days events in high schools, colleges, and universities.

Organize a volunteer committee to participate in career days events.

Organize a volunteer committee to phone the membership and remind them of dinner meetings.

Plan the Chapter Competition.

**September-  
April**

Advertise the monthly dinner meetings, using all available free community advertising venues.

Participate in career days at high schools, universities, and colleges. Visit high schools, universities, and colleges to talk about technical communication and student memberships.

**October**

Meet with the Job Bank Committee.

Advertise the Chapter Competition.

**November**

Organize a judging committee to judge the Chapter Competition entries.



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## Tasks by month

**December** Receive entries to the Chapter Competition.

Monitor the judging of the competition entries.

Announce Competition winners.

**January** Submit Chapter entries to the STC International Competition.

**February–  
April** Work with the STC/RRC/MANCOM conference committee to advertise the conference.

**March**

**April**

**May  
(outgoing)**

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