

Volunteer Position: Public Relations Writer **Committee: Communications Committee**

Committee Mission:

To practice what we marketers preach – the Communications Committee creates engaging content that both promotes the chapter and informs and educates professionals within the AEC industry. The committee coordinates and communicates SMPS CT's initiatives and schedule of events.

Responsibilities include: writing event/initiative press releases, managing the organization's social media accounts, creating graphics for social media, coordinating content for SMPS CT's blog, maintaining the Chapter website, promoting sponsors, and designing emails and miscellaneous chapter materials.

Volunteer Contribution:

The Public Relations Writer is responsible for coordinating and writing press releases for programs and the chapter's strategic initiatives and important chapter news. They are also responsible for maintaining an up-to-date media distribution list. Press releases are sent out to the media list one week prior to event registration deadline.

Initiatives and important chapter news include but are not limited to:

- Educational Workshop Series Launch
- Board of Directors Announcement
- Award Recipients

The Public Relations Writer coordinates with Communications Chair for final approval of press releases.

Estimated Time Commitment:

1-2 hours per press release. Number of press releases per month varies.

Responsibilities:

- Coordinate and create press releases
- Send releases and program announcements to industry publications
- Coordinate with High Profile (media sponsor)

Professional Development:

- Communication Skills
 - Writing / Editing
 - Communicating with media outlets
- Exposure to local media outlets

Requirements:

- Attend all committee meetings with no more than three absences
- Strong written and verbal communication skills

For more information please contact: Jocelyn Taylor, SMPS CT Communications Chair, communications@smpsct.org.

About SMPS Connecticut: *The Connecticut Chapter of SMPS was created in 1982 as the Southern New England Chapter. In 2004, we realigned our focus and were renamed to align more closely with our core geographic membership in Connecticut. SMPS CT's membership includes over 100 professional marketers from all over the state and at all levels and stages of their careers. We join SMPS National in extending our mission to ADVOCATE for, EDUCATE, and CONNECT leaders in the building industry. SMPS CT's vision is for premier professional service firms to recognize SMPS as their most trusted resource for building business and achieving success.*