



## MOAA Ark-La-Tex Chapter Board Position Description

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**Title:** Director, Public Relations

**Importance of Position:** Provide media coverage for Chapter activities. Explore and initiate new avenues to provide public and military awareness of MOAA. Create new and exciting ideas for public outreach.

### **General Expectations:**

- Current member of MOAA and Ark-La-Tex Chapter.
- Computer access and reasonably computer literate.
- Attend 85%-100% of Board meetings.
- Prepare and submit budget input as needed.

### **Position Qualifications:**

- Ability to communicate effectively in all required formats.
- Experience in verbal and written communication and public relations is desirable.
- Knowledgeable of National, State and Chapter's mission.
- Good records keeping abilities.

**Responsible to:** Chapter President

### **Major Responsibilities:**

- Maintain a good relationship with the public and military media for the purpose of communicating the Chapter's mission, objectives and activities.
- Build and maintain a communications network.
- Create relationships with media outlets that have yet to be tapped.
- Assist with MOAA's goal to grow and build beyond what it is today.

### **Training/Preparation:**

- Review MOAA National and Chapter publications regarding policy, procedures, programs and job descriptions.
- Previous work in PR, with successful track record in previous work.
- The ability to work well with others.
- Great public speaking skills, and the ability to handle the written word effectively.
- The ability to build, and maintain, strong relationships.

**Average Time Commitment:** Four to eight hours per month.

**Measures of Success:**

- Maintain current Public Relations program.
- Strive to increase public and military communication network.

**Prepared by:** Tony Wolf

**Date Prepared:** 15 February 2011

**Date Revised:**