

Position Description: UNWLA Branch Public Relations Chair

The Branch Public Relations Chair is responsible for maintaining a positive image of the organization within its local geographical area and communicating the Branch's major events, projects, and initiatives to the public and Ukrainian-American community via press and social media.

She must possess solid writing skills and be computer literate. Preferably, she should be bilingual in English and Ukrainian. This position serves a two-year term and reports to the Branch President.

Core Responsibilities:

- Perform all duties specified in the UNWLA Bylaws and standing rules.
- Serve on the Regional Council Public Relations Committee where applicable.
- Maintain a directory of local English and Ukrainian language media contacts within the community (newspapers, newsletters, radio programs, church bulletins, etc.) and submit articles and press releases as appropriate.
- Write and submit articles about the Branch to *Our Life* magazine (at least once per year).
- Attend Branch meetings and take an active part in Branch events.
- Review informational and instructional circulars issued by the UNWLA National Board.
- Create and/or maintain a Branch Facebook page.
- Educate members on the use of Facebook and the UNWLA website.
- Post event announcements on the Branch Facebook page.
- The Public Relations Chair may select additional members to help with press and social media functions.
- Issue press releases announcing Branch events.
- Arrange for the posting and distribution of event flyers.
- Take (or arrange for someone to take) photos and/or videos of important Branch events.

Administrative Responsibilities:

- Ensure adherence to the UNWLA Brand Book.
- Collaborate with the Branch President in providing information for the completion of the online Annual Report to Headquarters by due date.
- Collect and transfer historical materials to the Branch Archival Chair.
- Pass electronic and hard copy files on to the successor.
- Perform other duties as assigned by the Branch President.
- Inform successor how to access Branch Policies and Procedures and other important documents on the UNWLA website (Members' Portal).

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