

## **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.
- Issue press releases announcing Branch events.
- Arrange for the posting and distribution of event flyers.
- Ensure when used, the UNWLA logo follows all Brand Book guidelines.
- 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 for posting to the UNWLA Branch Shared Google Drive.
- Perform other duties as assigned by the Branch President.
- Ensure all pertinent documents are uploaded to the UNWLA Google Shared Drive.
- Inform successor how to access the UNWLA Google Drive.
- Inform successor how to access Branch Policies and Procedures and other important documents on the UNWLA website (Members' Portal).