

Position Description: UNWLA 3rd Vice President, Public Relations

The UNWLA Executive Committee Vice Presidents ensure the duties of the President are carried out in the President's absence. In the event that the President resigns or is permanent incapacitated, the 1st Vice President shall become President for the remainder of the term. If the 1st VP cannot assume this role, the responsibilities fall to the 2nd Vice President. If the 2nd VP cannot perform these duties, the responsibilities fall to the 3rd VP.

In her day-to-day role, the 3rd Vice President is responsible for shaping and maintaining a positive image of the organization in the eyes of its stakeholders (its members, the press, and the general public); communicating major events, projects and initiatives; and handling all aspects of planned publicity campaigns and public relations activities for the organization.

She must possess above average writing skills and have experience in public relations and/or communications. The person in this position should be familiar with the history of the UNWLA, the image of the organization as proposed by the UNWLA Bylaws and the mission statement of the organization, as well as the vision of the President and Executive Committee.

The 3rd Vice President should be fluent in both English and Ukrainian, computer literate, and knowledgeable in social media trends. She should have a solid understanding of the UNWLA Bylaws and standing rules and a basic knowledge of parliamentary procedures. She must be willing to travel both domestically and abroad. This volunteer position serves a three-year term (limited to two consecutive terms) and reports to the UNWLA President.

Core Responsibilities:

- Perform duties specified in the UNWLA Bylaws and standing rules.
- Provide oversight and guidance to the Social Media Chair
- Ensure the development of publicity strategies and campaigns.
- Write UNWLA articles for appropriate local media, Ukrainian-American publications and *Our Life* magazine.
- Design, write and/or produce UNWLA press packages: presentations, press releases, articles, leaflets, publicity brochures, and information for websites and promotional videos.
- Establish priorities and vision for the unwla.org website.
- Maintain the UNWLA Brand Book and provide guidance in its use.
- Respond to inquiries from the public, the press, and related organizations.
- Represent the UNWLA at various community events when requested by the President.
- Chair the Public Relations Committee, composed of Regional Council PR Chairs.

- Assist, when requested, in the promotion of special campaigns (e.g., membership recruitment, fundraisers, etc.).
- Review the annual on-line reports from Branch and RC Presidents and respond to any noted issues in a timely manner.
- Build sustainable relationships with various media outlets, including print, digital, and video.
- Recommend award certificates for members, Branches, and Regional Councils to be announced at the National Convention.
- Attend meetings of the UNWLA Executive Committee (meetings may be attended in person or by teleconference, videoconference or other electronic means).
- Attend the UNWLA Annual National Board Meeting and provide a written report.
- Actively participate in the planning and implementation of the UNWLA National Convention.
- Submit a written report in both Ukrainian and English to the Convention Book Committee.
- Issue Circulars, as appropriate, to Branches and Regional Councils and obtain approval from the President prior to distribution.
- Ensure successor knows how to access Branch and RC Policies and Procedures and other important documents on the UNWLA website (Members' Portal).
- Pass hard copy and electronic files on to her successor.
- Perform other duties as assigned by the UNWLA President.