

Position Description: UNWLA Regional Council Public Relations Chair

The Regional Council (RC) Public Relations Chair is responsible for shaping and maintaining a positive image of the organization within its geographical area and communicating major events, projects, and initiatives to the Branches and other stakeholders. She also handles all aspects of planned publicity campaigns and public relations activities for the RC.

She should be fluent in both English and Ukrainian, possess good writing skills in both, and be computer literate. This volunteer position serves a two-year term and reports to the RC President.

Core Responsibilities:

- Perform all duties specified in the UNWLA Bylaws and standing rules.
- Serve on the National Public Relations/Press Committee, chaired by the 3rd VP for Public Relations.
- Organize and Chair the RC Public Relations Committee (consisting of the PR chair from each Branch) and coordinate any planned publicity with the individual Branch PR chairs.
- Maintain a directory of local English and Ukrainian language media and contacts within the community (newspapers, newsletters, radio programs, church bulletins, etc.)
- Write and submit RC news articles to appropriate local media, Ukrainian--American publications, *Our Life* (at least once annually), and to the administrators of the UNWLA Facebook and website.
- Create and/or maintain an RC Facebook page and post planned activities and events.
- Review informational and instructional circulars issued by the UNWLA National Board.
- Attend RC meetings and take an active part in events sponsored by the RC.
- Issue press releases announcing RC-sponsored events. Arrange for the posting and distribution of event flyers.
- Attend the Annual RC Meeting and give a written report.

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.
- Inform successor how to access Branch and RC Policies and Procedures and other important documents on the UNWLA website (Members' Portal).
- Pass electronic and hard copy files on to the successor.
- Perform other assorted duties as assigned by the RC President