

# Historic Iris Preservation Society

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| <b>Job title</b>  | <i>Public Relations Chair</i> |
| <b>Reports to</b> | <i>HIPS President</i>         |

## **Job overview**

The Public Relations Chair promotes HIPS via print and electronic media. The PR Chair also prepares displays for the AIS convention, assists members with obtaining electronic presentations, and works with the other committee chairs to help them promote their HIPS activities.

## **Duties and responsibilities**

The PR Chair activities may include, but are not limited to:

- Sending HIPS information packets to groups such as garden clubs and public gardens
- Revising and ordering the HIPS information brochure as needed
- Promoting HIPS via the HIPS Facebook page
- Submitting articles to electronic and print media to promote HIPS
- Working with the Rhizome Sale Chair to publicize the annual rhizome sale
- Working with the President and the Committee Chairs in sending out an email newsletter
- Sending HIPS updates to the AIS for their online newsletter and Section News in their journal

## **Qualifications**

Much of the PR Chair's work is done via computer. The PR Chair must be proficient with:

- Email, including maintaining a list of member e-mails via Google Groups or some other method
- Word processing
- Facebook (not required, but desirable)

## **Working conditions**

The PR Chair works from home, reporting to the HIPS Board and the members via email, teleconference, and ROOTS.

## **Direct reports**

The PR Chair submits an annual report to the President for review and posting. It is expected that the PR Chair will attend HIPS Board teleconference meetings, held quarterly, and update the Board on PR activities.

The PR Chair will prepare a Public Relations Activities column for each issue of ROOTS.

**Date Reviewed: 9/22/2018**