

## Kiwanis district public relations coordinator

As detailed in the Kiwanis strategic plan, Kiwanis International needs to raise public awareness about our service to children. The role of district public relations coordinator was added to the district-level leadership roles to achieve broader name recognition and expand awareness about our youth leadership opportunities. This role replaces the district public relations chair's role.

The public relations coordinator should be an individual who has professional or working experience in the fields of public and/or media relations, marketing, advertising or journalism. Memberships are encouraged in professional societies such as the Public Relations Society of America, the International Society of Business Communicators, the International Public Relations Association, the Society of Professional Journalists and/or local PR or marketing clubs, societies or associations. Certification from a professional society is a bonus.

The district public relations coordinator will:

- Be willing to commit to a multi-year term.
- Serve as the district's brand ambassador.
- Understand the Kiwanis brand and adhere to brand standards.
- Understand PR, branding and marketing resources are available and how to use them.
- Understand and provide counsel on the Kids Need Kiwanis Campaign and find out how to use campaign resources.
- Possess excellent communication and interpersonal relationship skills, including writing and editing skills.
- Understand target audiences and key audiences for message distribution.
- Have the ability to provide project management advice and counsel.
- Have the ability to coach the district governor and his or her team on a year-long public relations strategy.
- Provide media training, message development and counseling to district leadership.
- Provide media training, message development and counseling to clubs when needed.
- Assist local clubs in appointing a qualified club member to the role of club public relations chair.
- Be available for consultation with leadership and clubs.
- Have a good working relationship with district and area media representatives, know who they are and be familiar with local media outlets.
- Know and understand how newsrooms work at newspapers and at television and radio stations.

## Position descriptions

- Have the ability to help clubs write a story pitch and help pitch stories when needed.
- Advise district leadership and clubs on when and how to send news releases.
- Have the ability to work with clubs and Kiwanis International to develop targeted media lists.
- Know and understand content management for websites and social media channels.
- Be adept at social media and understand which channels attract particular audiences.
- Understand crisis communications and be able to act in a timely manner.
- Attend conferences, meetings and other events and be able to teach public relations classes or seminars.