

# MAINE DIETETIC ASSOCIATION

## JOB DESCRIPTION: Public Relations Chair

**Length of service:** 3-year term as a voting member of the board and attends all board meetings.

**Expected time commitment:** Two (2) hours per month, six (6) hours during National Nutrition Month.

**Position reports to:** Affiliate President

### **An ideal public relations chair:**

1. Has experience with the media, public relations and special events
2. Has good communication skills
3. Is willing to explore online technologies (such as social media) to expand affiliate's media outreach

### **Responsibilities:**

1. Assists staff and/or fellow volunteers in setting goals and action plans that promote public understanding, community support and participation in the American Dietetic Association affiliate's activities.
2. Assists in planning promotional activities for National Nutrition Month in March, in addition to other affiliate activities.
3. Provides editorial and/or graphic design support for the affiliate print materials and publications.
4. Collaborate and communicate regularly with the State Media Representative regarding press for the local media in their state.
5. Maintains and updates affiliate exhibit materials and coordinates exhibit/exhibit staffing as needed.

**Reporting duties:** Send affiliate Board of Directors quarterly updates on number of PR releases given and on media outreach successes.

### **Resources:**

- [ADA Press Releases](#)
- [ADA Public Relations Team](#)
- [RDs Weigh in Blog](#)
- [Working with the Media: A Handbook for Members of the American Dietetic Association](#)
- [National Nutrition Month resources](#)

Revised and approved by MDA Board of Directors 12/21/10