

**ISA
POSITION DESCRIPTION**

SECTION PUBLICITY CHAIRMAN

Term of Office: 1 year; can be reappointed **Reports to:** Section President

General Function: To disseminate information regarding all phases of a Section's activities.

Primary Responsibilities & Duties:

1. Develop media contacts for publicizing the meetings and activities of the Section.
2. Prepare and circulate news releases concerning Section elections and appointments, meeting programs, speakers, training courses, etc.
3. Maintain a scrapbook of news releases: where sent, date, and clippings.
4. Develop and implement a marketing plan for the Tabletop Show, Golf Tournament and other section events.
5. Serve on the Product Education, Program and Golf Tournament committees.

Resources Available: Section Publicity Chairman's Guide; Former Publicity Chairman; **ISA** Staff.

Time Commitment: 1 hour each week

Meeting Obligations: Major Section functions: monthly meetings, awards program, conference and/or exhibit.

Working Relationships:

1. Other Officers and Members: Interacts with all event chairmen to collect information.
2. Staff: Accesses staff as needed and provides information to staff when requested.
3. Other: Maintains contact with media sources.

Qualifications: Interested in promoting ISA activities; a good communicator.

Method of Appointment: Appointed by the Section president or in compliance with the Section constitution and bylaws.