

JOB DESCRIPTION

PUBLIC RELATIONS OFFICER

General Responsibilities: The Public Relations Officer shall serve in a liaison capacity with the community, reporting activities of the association by disseminating news articles; communicate activities of the association to the national FBLA; create and maintain a history of the association's activities; and assist the President in the promotion of Washington State FBLA.

The Public Relations Officer must possess demonstrated skills in keyboarding, document formatting, and graphic design.

Specific Responsibilities:

1. Executive Leadership Committee
 - a. Gathers and classifies information in order to publish a state association newsletter to post to the Web site
 - b. Encourages and supports work of other officers
 - c. Completes tasks on time and encourages other officers to do so
 - d. Volunteers to serve on state standing committees and State Business Leadership Conference committees
 - e. Participates in the development of the program of work at officer training
 - f. Reports program of work progress and committee work to the President and assigned state staff member
 - g. Attends and actively participates in all mandatory meetings: State Officer Training (May or June), September Executive Leadership Committee, January Executive Leadership Committee, SBLC Executive Leadership Committee meeting, regional conferences (see #3 below)
 - h. Attends, if possible: Legislative Day (January or February), National Leadership Conference, National Fall Leadership Conference
2. Regional and State Conferences
 - a. Attends at least one regional conference in the fall and winter in addition to his/her own
 - b. Takes an active role in the planning of the annual State Business Leadership Conference
 - c. Attends, participates, and provides leadership in the annual State Business Leadership Conference
3. Promotion of FBLA
 - a. Represents WAFBLA at special events and to businesses and community organizations
 - b. Enrolls in a credit-generating business class or has completed a business education sequence as defined by his/her school district
 - c. Models exceptional behavior and attitude to members and other students