



District 106 Club Officer Training

2021-2022 Round 1

Vice President Public Relations

Summary:

As the Vice President Public Relations (VPPR) you promote the club to local community and notify the media about the club's existence and the benefits it provides. You promote the club, update web content, and safeguard the Toastmasters brand identify it is your job to notify the media whenever your club does something newsworthy. You will find yourself writing news releases, creating and distributing fliers, and maintaining the club's presence in the web and ion the community.

Responsibilities:

- Promote the club to eligible quests and notify the media regarding the club's existence and benefits
- Develop and maintain club social media pages and website
- Write new releases and distribute marketing materials
- Create club publicity campaigns
- Ensure the Club Contact and Meeting Information is up to date in Club Central
- Understanding the importance and impact of the Toastmasters brand
- Update web content and safeguard the Toastmasters brand
- Remain current with the Leader Letter, Toastmaster magazine, and Toastmasters International social media channels

Skills learned:

- Marketing and promotion
- Social and public media/developing media relations
- Development of social media plan across multiple platforms while adhering to brand standards
- Communication and interaction with local communities
- Writing press releases
- Networking and relationship building
- Critical thinking
- Organizational and problem solving
- Positive small group collaboration
- Compliance with standard procedures