



# Vice President Public Relations

## Summary:

As the Vice President Public Relations (VPPR), you promote the club to the local community and notify the media about the club's existence and the benefits it provides. You promote the club, updated web content, and safeguard the Toastmasters brand identity. It's 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 on the web and in the community.

## Responsibilities:

- Promote the club to eligible guests 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
- Understand 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's social media channels

## Skills learned:

- Marketing and promotion
- Social and public media/developing media relations
- Development of a 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
- Organization and problem-solving
- Positive small group collaboration
- Compliance with standard procedures