



WICHITA GENEALOGICAL SOCIETY

POSITION or FUNCTION DESCRIPTION

(rev. 1/1/2023)

Title: Director of Publicity

Overview

The **Director of Publicity** is tasked with the promotion of our Society to our physical and digital community, utilizing creativity with words, pictures, and images or icons using newsletters, emails, blogs, and our website. The regular and consistent timing in the performance of the duties described below is critical to the success of our Society.

Tasks/Duties/Processes

The Director is responsible with the timely and diligent execution of the following duties to include a variety of strategic thinking tasks, creative communication in messaging, writing, and use of graphics and photos.

- Attend the monthly board meeting and keep abreast of any upcoming events that may need publicity and then assist others with publicity.
- Attend the monthly WGS meetings and presentations to understand the audience and what PR tactics is best to reach them and help promote upcoming events.
- Manage and use a contact management system for email campaigns to our members and friends.
- Craft attention-grabbing notices, alerts, and emails to promote WGS activities that include monthly meeting/presentations, classes, annual conference, and other activities.
- Create effective promotions using Facebook and other social media applications.
- Contact local media outlets (newspaper, TV, radio, etc.) when appropriate to promote WGS activities.
- Comply with more detailed instructions and guidance contained in the Society's Operations Manual for this position, and recommend any updates to the Operations Manual.
- As a member of the Board of Directors, perform other ancillary Society duties as may be requested by the President.

Qualifications

The Director must be a good communicator in writing and speaking to individuals or groups. This is a high-profile position to our membership and potential membership as you will communicate with them frequently.

- Experience with contact management programs is helpful or be willing to learn.
- A PC-based computer system with high-speed internet connection (Zoom meeting capable).
- Experience with Microsoft Word or comparable software, spreadsheets, and creation of PDF files.
- Basic graphics understanding preferred, including photo manipulation to use in communications including social media, website, and printed material.
- Basic-to-advanced experience with Facebook. Additional social media platform experience is a plus.

For more information, please contact Fred Knoblauch, President at 316-218-2783 or email to President@wichitagensoc.org.