

Job Description Publicity Chair

Scope:

The Publicity Chair is responsible for the creation and distribution of the national newsletter for the Kings on the Road organization. The purpose of the newsletter is to inform members of the yearly rally, activities of club chapters, relay any information from the King of the Road Division, and any other information felt to be pertinent to the members.

The Publicity Chair performs various administrative and support duties for the organization, as requested.

Specific Tasks and Duties:

Quarterly production of the Kings on the Road Newsletter. This includes writing, editing, layout, arranging for printing and mailing. Solicits articles and input from organization officers, chapters and King of the Road. Inform appropriate contributors of the deadlines for each issue of the newsletter.

Works with Membership Chair in keeping membership/ mailing list updated. Informs Membership Chair when mailing labels are needed for newsletter mailings.

Keeps records of all costs pertaining to the production and mailing of the newsletter. Requests needed funds from Secretary/Treasurer.

Sends proposed bylaws revisions to the Board. Publishes all proposed bylaws revisions in the Newsletter.

Authority:

The Publicity Chair is subordinate to the President and the Board.

Expenditure approval limit is \$1,000.00. That is limited to costs associated exclusively with the preparing, printing and mailing the Newsletter. Must obtain approval of the President or the Board on any expenditure exceeding that limit.

Skills and Requirements:

Internet access and basic computer skills required.

Proficiency with publication and word processing software is essential. Capability with labeling software is highly desirable.

Computer hardware must include a printer and should include CD-RW capability.

Must be able to work with, if needed, a mailing service to make sure the newsletter is produced and mailed in a timely manner.

Good written and verbal communication skills are highly desirable.

Original Draft Prepared By: Jan Argo
Feb. 18, 2004

Revision 1 by Dave Starnes
Feb. 20, 2004

Revision 2 by Dave Starnes
Apr. 6, 2004