

# **PUBLIC RELATIONS MANAGER**

## ROLE

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As the Public Relations Manager, you are responsible for coordinating publicity efforts in the District. By establishing and maintaining lines of communication between the District and its members, as well as between the District and the public, you work to increase awareness of Toastmasters through all available media. The Public Relations Manager may be elected or appointed at the will of the District Director, subject to the approval of the District Executive Committee and confirmation by the District Council. You are eligible for re-election or re-appointment for one succeeding term only.

# PUBLIC RELATIONS MANAGER COMPETENCIES



COMPETENCY CATEGORY	COMPETENCY	EVIDENCE OF COMPETENCY
Skills	Writing and editing	Conveys intended meaning to members and public in publications about Toastmasters and Toastmasters events
	Collaboration	Works closely with stakeholders within and outside Toastmasters to develop and maintain the District public relations strategy
	Recognition	Praises member achievement to recognize members and to publicize Toastmasters
Knowledge	Knowledge of Toastmasters branding and online public relations resources	Application of Toastmasters branding and online public relations resources suggestions in the District public relations plan
Characteristics	Integrity	Observable in leader behavior
	Honesty	
	Consideration for others	
	Service orientation	Clubs are supported with promoting Toastmasters to members and to the public
	Passion for mission and envisioned future of Toastmasters International	District public relations activities regularly produced
	Creativity	
	Independence	Public relations activities created with little guidance
	Extraverted and approachable	Regularly approaches new target markets
Attributes	Respect	Observable in leader behavior
	Tact	
	Commitment to success and mission of Toastmasters International	The District and clubs are supported with new materials to promote Toastmasters to members and to the public
	Disciplined to complete assigned responsibilities	Completes public relations projects on time and meeting agreed specifications
	Goal oriented	
	Tenacious	
	Responsible	
	Diligent	