



# Friendship Walk Committee

## Publicity Job Description

### Publicity Chair

Publicity  
Chair

**Position Overview:** The Publicity Chair serves as the lead for promoting and creating awareness for Friendship Walk and supporting events. This position will ensure collateral distribution takes place across the community and build public awareness through various outlets. \*

**Responsible to:** Event Chair

**Planning Team:** Awareness

#### Qualifications:

- Excellent leadership, communication and interpersonal skills.
- Knowledge of local community and media outlets.
- Familiarity with grassroots marketing tactics.

#### Position Responsibilities:

- Meet with the Event Chair, Vice Chair and Staff Partner to develop a plan to promote Friendship Walk in the community to ensure participant, team and sponsor goals are met.
- Recruit and train members of the Publicity Sub-Committee, whose main responsibility is to help promote Friendship Walk through in-kind media, social media and grassroots marketing activities.\*
- Manage the Publicity Sub-Committee meetings or check-ins to monitor progress and ensure everyone is on target to meet their goals.\*
- Develop relationships with local media outlets and implement strategies to secure donated media.
- Identify “Why I Walk” stories for media, distribute press releases, arrange interviews and media coverage on event day and supporting events days, and work with the Mission Chair to prepare spokespeople.
- Coordinate the delivery of brochures, posters and fliers to distribution points and maintain relationships with lead contacts to ensure adequate supply.
- Organize community blitz days and tabling opportunities at local community events.
- Work with other sub-committees, including sponsorship and logistics, to ensure all benefit obligations are covered.
- Help identify opportunities to expand outreach into diverse communities.
- Ensure all appropriate media outlets, Publicity Sub-Committee members and volunteers are appropriately recognized.

*\*Depending on the goals and needs of each Walk, Chairs may find it helpful to recruit train and manage Sub-Committees.*