



CREWBaltimore – PR Committee Board Liaison

Position Description & Responsibilities

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- Board Liaison to PR Committee & Marketing

Position Responsibilities

- Monthly: Prepare monthly committee meeting agenda with PR Committee Chair and provide strategic oversight of committee operations;
 - o Prepare board report summarizing discussion points and decisions made in PR committee meeting
 - o Attend monthly board of director meetings and report out on any strategic matters requiring the board's attention
 - o Oversee completion by committee of action items established in board meetings
 - o Attend monthly director liaison meetings
- Quarterly: Oversee preparation and complete review of quarterly newsletter
- Yearly: Prepare PR budget as necessary for the upcoming year
- Ongoing: Approve Social Media marketing & E-Blasts prepared by outsourced marketing coordinator
 - o Review calendar of posts for approval
 - o Award Nominations for CREWBaltimore or CREWBaltimore members
 - Obtain supporting information and assemble to submit our chapter or individual members for awards. Examples include Top 40 under 40, Leading Women, etc.