



PUBLIC RELATIONS MANAGER

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. See **District Administrative Bylaws, Article VII: Officers, (c) Other Officers.**

PUBLIC RELATIONS MANAGER RESPONSIBILITIES

Communication Plan

As public relations manager, you develop a comprehensive communication plan at the beginning of the program year. The purpose of this plan is to keep members informed of Toastmasters activities, news and events, such as District Leader Training.

You are also responsible for informing the local community about club and district events and member achievements, which enhances the public's awareness of the organization and its members.

In your role, you motivate members to get and stay involved. You also contribute content for your district's newsletter, website and social media sites.

Public Relations and Publicity

In order to attract new members, one of your responsibilities is to create a public relations plan that garners positive publicity in local media outlets.

Brand Stewardship

The public relations manager is the guardian of the organization's image: the Toastmasters brand. When communicating with members, prospective members and public and local media, the public relations manager considers Toastmasters branding guidelines and applies them to promotional materials as appropriate.



For a full list of public relations manager competencies, visit www.toastmasters.org/districtleadercompetencies.

Public Relations Manager Resources

<i>Let the World Know</i> (Item 1140)	www.toastmasters.org/1140
Public Relations Manager Training Webinar	www.toastmasters.org/publicrelations
Media Center	http://mediacenter.toastmasters.org/
Public Relations	www.toastmasters.org/publicrelations
Logos, Images and Templates	www.toastmasters.org/logos
District Leader Tutorials	www.toastmasters.org/districttutorials
Governing documents	www.toastmasters.org/govdocs