

PUBLIC RELATIONS DIRECTOR Roles and Responsibilities

1.0 OFFICE AND TERM

- 1.1 This position is elected at the Spring Annual General Meeting.
- 1.2 This is a voting position of the Alberta Local Section Executive.

2.0 SCOPE

- 2.1 Direct the public relations activities of the Local Section.
- 2.2 Participate in the Local Section Executive Committee meetings.
- 2.3 Address all matters relating to the public relations activities.
- 2.4 Promote the Local Section involvement in the field of occupational health and safety through liaisons with other health and safety associations and/or groups.
- 2.5 Communicate with the media on behalf of the Local Section when necessary after consultation with the membership directors.

3.0 RESPONSIBILITIES

The specific responsibilities of this role are outlined in the Local Section Calendar of Events.

3.1 Promote the Local Section activities

- 3.1.1 Direct promotional activities within the executive group – provide input into promotional materials, presentations for courses, conferences, newsletter, etc.
 - 3.1.1.1 Examples of OHS activities that the Alberta AIHA Local Section have been involved in include:
 - 3.1.1.1.1 Booth at Alberta Health and Safety Conference.
 - 3.1.1.1.2 Advertising for NAOSH week.
 - 3.1.1.1.3 Presentations by Local Section members during NAOSH week.
- 3.1.2 Update promotional materials as needed to ensure they are current.
- 3.1.3 Prepare a Local Section promotional booth or display and loan out to members as needed.
- 3.1.4 Assist the local members with acquisition of promotional resource materials (i.e. brochures, videos, and presentations) for community events (i.e. school

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career days, career fairs).

3.2 Investigate activities or promotional opportunities outside the association which may impact the Local Section members

- 3.2.1 Direct activities (if decision of executive is to participate) for the annual May/June North American Occupational Health and Safety week. This may include Local Section involvement, placement of advertising in local newspapers, etc.
- 3.2.2 Liaison with other health and safety groups and/or organizations for participation or input for the Local Section (i.e. regulatory hearings impacting the membership).

3.3 Communicate with the media

- 3.3.1 When necessary, communicate with media on behalf of the Local Section after consultation with the Executive Committee.

3.4 Work within the Alberta Section budget

3.5 National PR activities

- 3.5.1 Be cognizant of national AIHA promotional activities and communicate with the Local Section members of these activities.
 - 3.5.1.1 This can be achieved via e-mail, newsletters and the website.

4.0 COMPENSATION

- 4.1 This role shall receive no direct monetary compensation for their work. In addition this role will not obtain monetary or other compensation from an external source for work or material generated by their duties in this role.
- 4.2 In return for their work, this role shall have their yearly membership fee waived.
- 4.3 This role, at the discretion of the executive, can have fees for Symposia, Technical Sessions or other events waived.