



Job title	<i>Public Relations Manager, Student Government</i>
Reports to	<i>Student Body Vice-President and Director of Student Activities Office (SAO)</i>

Job purpose

The *Public Relations Manager (PRM)* establishes an identifiable brand for Student Government that is representative of the overall goal and vision of SG.

Duties and responsibilities

Varying from weekly, bi-monthly, monthly, or sporadic commitments, these duties serve as a snapshot of what to expect from the Public Relations Manager:

Summer Preparation

- Email with President and Vice President about their vision for Student Government.
- Design and order t-shirts for all SG members that are symbolic/representative of that vision.
- Towards the end of the summer, the business manager should have a completed list of local businesses that are offering discounts for Wheaton students. Using this list, design and order Wheatie Cards to be ready by Freshman Orientation.
- Take headshots of SG members to be posted on social media.

PR Committee

- Create a PR Committee application to be included in the list of SG committee applications email.
- Lead weekly meetings that explore ways to improve advertisements, social media, and Visiting Hours.

Visiting Hours

- In addition to the all-SG mandatory Visiting Hours held in SAO, the PR Manager is responsible for organizing a second Visiting Hours.
- Design, print, and upload posters and ads to inform student body about Visiting Hours.
- Bake or bring food to each second Visiting Hours session to draw students in.
- Arrive early to set up the table, making it eye-catching yet a hospitable and comfortable environment.

Social Media

- Introduce SG members on social media during first semester.
- Post stories or upload photos on social media that update the student body on board room and the policies that SG members are working on.
- Keep a consistent presence on social media.



Qualifications

When considering yourself for this position, keep in mind the integrity, work ethic, and discipline necessary to carry out the responsibilities of Public Relations Manager.

Qualifications include:

- Possess leadership, interpersonal and communication skills
- Strong teamwork and collaboration skills
- Motivated and resourceful
- Project and process management capabilities
- Ability to write professional emails and reports
- Strong problem-solving skills and demonstrated ability to take initiative and critically analyze information and procedures in a push toward constant improvement
- Strict attention to detail while able to prioritize issues appropriately
- Must be hands-on and be willing to roll up your sleeves to perform any and all responsibilities needed to ensure success

Working schedule

While most of the required responsibilities of PR Manager can be incorporated into your schedule flexibly, there are other unique, one-time, or sporadic responsibilities that may be omitted but are an aspect of this role. These are unchanging commitments that must fit your schedule:

General Board Schedule

- Weekly 1-hour SAO Office Hours [date/time chosen at beginning of semesters]
- Weekly Wednesday Board Room [3:45 – 5:15 pm]
- Weekly Wednesday Board Dinner [5:15 – 6:15 pm]
- Weekly Thursday Lower Beamer Office Hours [6:45 – 8:15 pm]

PRM Schedule

- Weekly PR Committee Meeting [time TBD]
- Monthly Tuesday Faculty Business Meeting [4:15 - 5:30 pm]

Approved by:	<i>Sarah Yoon, 2019-20 Student Body President</i>
Date approved:	<i>February 12th, 2020</i>
Reviewed:	<i>February 12th, 2020</i>