



Special Olympics
Virginia

JOB DESCRIPTION

POSTION **PUBLIC RELATIONS COORDINATOR**

DESCRIPTION The Public Relations Chair is responsible for disseminating information to the athletes, volunteers, media and general public.

RESPONSIBILITIES

1. Maintain a media list for the Area.
2. Work closely with the Area Council to coordinate publicity opportunities for the Area.
3. Review all printed materials produced by the Area to check for accuracy, correct terminology and proper usage of logos.
4. Distribute press releases to local media outlets announcing athlete training opportunities, upcoming competitions, volunteer needs and special events.
5. Develop special interest story ideas for media contacts in the Area and for Special Olympics Virginia's (SOVA) Public Relations Director.
6. Create a quarterly newsletter for athletes and volunteers in the Area.
7. Work with SOVA's Public Relations Director to enhance media coverage in the Area.

**MEASURES OF SUCCESS IN FULLFILLING THE
PUBLIC RELATIONS CHAIR POSITION**

1. Area media list is kept current.
2. The Area has maximum media exposure.
3. All athletes and volunteers are kept informed of training and special event opportunities via a quarterly newsletter.
4. The Area takes advantage of publicity opportunities offered by SOVA's Director of Public Relations.