

These jobs are not all to be done by PR Director – it is a list of responsibilities that can be delegated, assigned to Manager, eliminated with board approval

Communications Director

Newsletter, email updates and Website

- recruit editor
- ensure newsletter is produced 4x yearly – to be set at annual planning meeting
- recruit volunteers to assist with stuffing and mailing
- solicit articles and edit if necessary
- solicit advertisers
- work with Club Manager to ensure mailing list is up to date and complete
- recruit website coordinator – ensure that website is kept up to date
- recruit email update coordinator

Event Promotion and Media Awareness

- plan PR for season
- submit event information to media – Yukon News, Whitehorse Star, CBC, CKRW, CHON through Public Service Announcements, Coming Events, Trader Time!
- promote to sport stores
- signs/posters in wax room and newsletter
- sandwich boards used for event promotion
- coordinate with other directors re: coming event promo
- press releases
- media info day

Trail Map

- Work with manager to update and add new information as needed
- Work with Inkspirationz to publish
- Coordinate sponsorship or advertising on map

City Leisure Guide

- assess value of placing ad
- determine deadlines and submit ad copy in time
- solicit input from Manager, Programs and CCY
- Deadline in July for Fall issue and in October for winter issue

Northwestel Yukon Loppet

- promotion – liaise with Loppet PR volunteer
- advise on brochure/entry form

Ski Reports And Information line

- ensure that Manager does reports
 - evaluate need for reports
 - ensure that exec decides each year whether reports will be done
 - establish programming each year with radio stations and sports stores and evaluate
- NorthwestelInfo Lline
- ensure that office staff maintain this service
 - evaluate each year and initiate in fall

Executive Duties

- attend monthly meetings – approximately 7pm to 9:30pm, Annual General Meeting, Annual Planning Meeting
- liaise with executive regarding scheduling, promotion, and recruiting volunteers
- coordinate activities with Club Manager
- report to the executive regarding public relations matters.
- maintain list of volunteers for submission to Volunteer Director
- signing authority