

DELTA CHI

FRATERNITY

OFFICER DESCRIPTION: PUBLIC RELATIONS CHAIR

PR CHAIR DESCRIPTION:

- Maintain positive relationships within the chapter/provisional chapter campus and local community by making active efforts to build relations and showcase the positive aspects of the membership experience.
- Identify and solidify relevant stakeholders to maintain a positive relationship and image.
- Work with other executive board officers and chairs to oversee the creation of promotional materials, event flyers, press releases and other relevant information.
- Maintain a content calendar for social media accounts and media strategy, in alignment with Delta Chi values and [brand standards](#), for the promotion of events and positive activities of the chapter/provisional chapter.
- When ordering promotional items (ex. shirts, giveaway items, etc.), ensure that the chapter is ordering from a Greek Licensed vendor and have appropriate lead time to get design approval.
- Refer any media inquires to Delta Chi's International Headquarters prior to making a comment or sharing information.
- Chair the Public Relations Committee and meet regularly with your applicable ABT Advisor.
- Meet with Interfraternity Council Public Relations Officer or other campus governing council peer officers as needed.
- Attend annual officer transition retreat and chapter retreat.
- Work with fellow chapter/provisional chapter executive board officers and chairs to develop action plans for the chapter/provisional chapter.
- Prepare and organize transition materials, and save all materials to an online cloud/database prior to transition.