



## Affiliate Public Relations Officer

*Job Description (volunteer or paid)*

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<b>Reports to:</b>	Affiliate President	<b>Term:</b>	1 year
<b>Collaborates with:</b>	AAFCS Communications Director	<b>Commitment:</b>	8-12 hours/month

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### Qualifications

Extroverted AAFCS affiliate member in good standing with strong desire to help ensure family and consumer sciences professionals are known, understood, and respected by other professionals, policy makers, the media, and the general public. Demonstrated written and verbal communication skills, and outreach capabilities including telephone and in-person contacts with editors, producers, and other media contacts. Access to computer, telephone, and email. Willingness to fail forward (i.e., learn, make mistakes, and keep trying anyway).

### Responsibilities

- Establish and nurture productive working relationships with newspaper, magazine, radio, television, and other media personnel on behalf of your AAFCS affiliate.
- Respond effectively and efficiently to media inquiries and requests.
- Create and update media lists for your AAFCS affiliate to include editorial schedules, deadlines, key personnel, and point of contact information for media outlets in your community.
- Issue press releases, media advisories, and public service announcements to local media that are timely, accurate, truthful, complete, and of local significance.
- Promote AAFCS Teachers of the Year in your local community.
- Create and maintain a list of AAFCS members (by area of expertise) who are willing to talk with the media and/or serve as public speakers.
- Assist Affiliate members and leaders in preparing for media interviews and utilizing the AAFCS/FCS Media Tool Kit.
- Maintain clipping file of news and feature stories published locally.
- Keep affiliate membership and AAFCS national office informed of news opportunities and public relations successes. Forward copies of press releases and published articles/ announcements to AAFCS national office.
- Assist in the training and development of your successor.

Once you've found your public relations officer, register that person with AAFCS so that we may direct media inquiries to him or her. For more information, contact the Director of Communications at AAFCS at 800- 424-8080 or [pr@aafts.org](mailto:pr@aafts.org).