

Magic Valley Gem Club Public Relation Specialist Job description:

Note: No individual member may encumber, commit, charge, or in anyway make the club liable for any cost, fees, charges or other indebtedness without prior approval of the Club's Majority vote at a meeting or the Show Chairman. All expenses are solely the responsibility of the individual making the purchase.

Reports to: President, Executive Board, and to the Show Chairman regarding the Gem Show.

Job Overview:

YOU ARE IN CHARGE of all advertising, Club announcements, press releases, Show information fliers, contacting all types of media, TV, Radio, Newspapers, Chambers of Commerce, and any other contacts.

When The Club is contacted you are to insure a prompt effort is made to provide information.

Do whatever correspondence the Club asks or needs you to do.

Division of authority: The Gem Show may have its own media (publicity) person appointed by the Show Chairman to whom they report. You are to work closely with them to help in any way possible and must work with the Show Chairman to insure event coverage and duties are fulfilled. (This is a very big job and requires lots of people working together.)

Public Relations Officer: Keep the public informed of actions and events the Club is involved with.

The different medias are to be contacted and articles submitted where applicable.

Make and maintain a list of contacts with each of the Areas Medias.

Insure information about the Club meetings, events, and shows are covered.

Duties: AS OUTLINED IN THE MVGC BYLAWS

The Public Relations Specialist shall assist the Club in any way you can.

Respond to any request or other correspondence given to you.

Insure request for information is set out and responded to promptly.

You are to coordinate such activities such as requested displays in libraries and community events.

Make and maintain a list of contacts with each of the areas newspapers, plus Farm and advertising papers.

Time News, Burley Reminder, Buhl Herald, Woodriver Journal and any others.

TV stations, Radio Stations, and the internet via magicvalley.com, KMVT.com, Cable One.com; etc.

Each of the Medias has community events, community Calendars and more...

Our meetings and Show should be on them and when appropriate our community activities.

The eight county areas in the Magic Valley need each and every one of their Chambers of Commerce contacted about our Club and contact information recorded. (Each has its own requirements)

Each Chamber needs to have our Gem Show listed on their calendar

Local Libraries have bulletin boards for community events.

Many State and Federal agencies have lists they maintain about activities in the area. We should be listed in their files in case someone is looking for a Gem Club.

All the rock Shops in the area should have small business sized cards about our club to hand out, plus an 8 ½ x 11 inch flier about our Club (trifold), meetings and Show fliers.

Work with Web master and those in charge of web medias for all types of Social Media on the WEB.

Each media needs worked to find out what articles or information they may require in a submitted article.