

Public Relations Chairperson Job Description & Responsibilities

PURPOSE:

- To widely promote and publicize leagues, programs, tournaments, events and news of members/teams to the CORTA membership, corporate partners/sponsors, civic leaders, and the community at large, as well as USTA Georgia, USTA Southern and regional CTAs.

TERM:

- Two year term, renewable by mutual decision of the member and the Nominating Committee, subject to Board approval.

QUALIFICATIONS:

- Community oriented
- Self motivated
- Strong leadership skills and interpersonal skills
- Strong organizational skills
- Strong oral and written communication skills
- General understanding of the goals and ideals of CORTA, GTA, STA, and USTA

DUTIES:

- Attend all CORTA Board and Committee meetings (must attend at least 4 of 6 board meetings).
- Act as liaison between Public Relations Committee and the Board of Directors.
- Chairs the Public Relations Committee. The Public Relations Committee shall consist of no fewer than five members, including the Chairperson. The committee is charged with increasing the visibility of the association, gaining recognition, promoting services, and establishing CORTA's leadership in the tennis community as well as the association's contributions to the Columbus region. Suggested committee format: Public Relations Chair (board position), Public Relations Co-Chair, Publicity Chair, Education Chair, Electronic Media Chair.
- The committee will communicate and market using all forms of media outlets to report CORTA's mission, objectives, activities and results. The forms of communication include:
- **Publicity Campaign/Subcommittee:** Provide publicity for leagues, programs, tournaments, events and members/teams to the local media agencies as well as additional target markets (i.e. apartment communities, New Comers Clubs, Banks and Realtors).
- **Education Campaign/Subcommittee:** Provide publicity for leagues, programs, tournaments, events and members/teams at promotional events. Evaluate and choose promotional events to sponsor/attend - Chamber of Commerce, Corporate Lunch & Learn Events, Civic Luncheons, Trim Down Columbus; Peachtree Mall; Riverfest; Employee Fairs, etc.; Set up display booths and work with volunteer committee to staff.
- **Electronic Media Campaign/Subcommittee:** Provide publicity through electronic media.
 - **Social Media Campaign:** Develop, modify and execute social media campaign for promotion of leagues, programs, tournaments, events and members/teams.
 - **Website Campaign:** Review corta.org website for suggested improvements and updates; showing all CORTA has to offer; marketing the site effectively; linking site to appropriate external sites (ex. columbusga.org; community calendar; GTA; etc.);
 - **E-Blast Campaign:** Evaluate and review the publication of periodic e-bulletins and e-newsletters for appropriate distribution. (Recommend topics for articles in the newsletter; Prepare and edit articles/pictures for newsletter; Collect articles from contributing CORTA board members. Discuss with Publicity Committee other topics that might be needed for articles; Write, type and edit articles/pictures for newsletter; etc.)
- Work with the President, Executive Director and Marketing Director to serve as a spokesperson to the media and general public at large, upon request.
- Perform other responsibilities as assigned by the Board.
- Report to assigned CORTA Officer in Charge each month prior to Executive Committee meeting.
- Review annually the job description and suggest appropriate changes.
- Train elected successor.

"To promote and develop the growth of tennis"