

# NCCC - Director of Public Relations Job Description

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**DIRECTOR OF PUBLIC RELATIONS** (elected in November of EVEN years, term of office covers a two year period – 2011-2012, 2013-2014, etc.)

The Director of Public Relations shall be responsible for promoting, furthering the image, and disseminating information relative to the Corporation; and as the President and Executive Board may direct from time to time.

## Major Job Duties:

### Maintain and Distribute the NCCC traveling Promotional Displays (3)

- Includes maintaining the Public Relations documentation masters and updating as necessary for use in the displays. This includes involvement with the Director of Sponsorship, Director of Publications, Membership and the FCOA Director.
  - NCCC promotional flyer (tri-fold glossy)
  - Insurance Flyer (glossy)
  - Annual National Sponsor listing
  - “Why NCCC Promo Flyer”
  - “Why NCCC Detailed Document”
  - Special version of the MAL Application (single page B&W)
  - Special version of the FCOA Application (single page B&W)
  - FCOA Flyer (tri-fold – B&W)
  - List of all Regional Officers and Club Governors
  - “What you need to utilize the display”
  - “How to pack-up and return the display”
  - NKF Raffle Ticket Flyer (8-1/2”x11” & 11”x17 – Color)
- Maintain an inventory of printed documentation to keep the displays stocked; restocking each display every time it comes in from the field.
  - The Documentation per the above list
  - NKF Raffle Tickets (currently sending 50 per display; small event). Ticket / funds are tracked and funds/stubs are provided to the Director of Charities.
  - Copies of Blue Bars
- Periodically refresh the photos within the displays to improve quality and keep up with the times.
- Inventory and clean the items within the displays each time it returns along with physical inspection of the case itself.
- Pull the DVD player and test it along with both DVDs to ensure they are all in working order before sending the display back out.
- Repair and/or replace the Nimlock cases all the way to the internal components as needed:
  - Display boards, repairs cases, wheels, straps, etc.
  - Table covering w/NCCC Logo – cleaning and pressing
  - NCCC Banner
  - Cases for the DVD player & promotional documentation
- Maintain the Monthly Calendars for display use as requests come in. Provide proper communications to the members requesting use of the displays.
- Prepare outbound and inbound shipping manifests for each use of the displays. When possible, schedule the displays in such a manner that they can ship from one location to the next without returning back to base. This in some cases requires supplies to be shipped to the second location which is less expensive than shipping the display.
- Ship the Promotional Displays
- Maintain the FedEx account; challenging invoices as needed prior to paying them.
- Obtaining reimbursement for shipping, printing and other times as needed, from NCCC Treasurer.

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## Maintain the NCCC Kiosk at the National Corvette Museum

- Minor maintenance items / needs are accomplished working with the NCM employees.
- If major changes are needed, this would require a trip to the NCM by the Dir. of PR or a delegate; which typically saves NCCC expense money.
- As needed, keep the DVD content fresh and up to date with current NCCC activities.

## Maintain the NCCC Key Events List, and distribute it to Corvette Related Magazines.

- This involves contacting magazines and on-line listings to promote our Nat'l Convention.
- Work hand-in-hand with the Director of Sponsorship on needs related to these events and our sponsors.

## Issue Press releases for NCCC Convention, to the Corvette Related Magazines

- Maintain the working relationships with existing venues to keep our ADs up to date and in their publications.
- Seek out additional venues of all types to promote NCCC Convention; not just publications but large Corvette gatherings and events

## Promote NCCC thru Advertisement in Corvette Related Magazines as appropriate

- Maintain the working relationships with existing venues to keep our ADs up to date for those publications.
- Seek out additional venues of all types to promote NCCC; not just in publications but seeking out large Corvette gatherings and events.
- Create and/or obtain resources and work with them to create professional looking ADs to utilize in these advertisements.
- Work with the upcoming Convention Director and Director of Sponsorship to prepare promotional flyers for publications and to potential sponsors. Create and/or obtain the resources to create the professional looking promotional media.

## Maintain content on the Public Relations webpage

- Provide the physical content on the page to the webmaster; validate changes.
- Maintain the list of items in the promotional displays; have posted and validate changes.
- Provide Promotional Display Calendars to the webmaster for posting; validate changes.
- Provide the Promotional Display how-to and return documents to the webmaster for posting; validate changes.
- Provide content / updates to the webmaster for any non-PR related page and validate changes.

## NCCC's Social Media Presence

- Maintain NCCC's social media accounts to help promote NCCC; Facebook & Linked-In.
- Maintain an annual social media Convention Page.
- Post regular updates before, during and after Convention.

## NCCC's Family Helping Family

- Maintain & Promote NCCC's FHF Program, including content on FHF page on Nat'l website.
- Publish new Directory quarterly (or as needed with updates) and communicate to Governors.

## Other Promotional Activities as Directed by Executive Board & Board of Governors