

**Victoria's Quilts Canada (VQC)
Position Description**

Position Title: Public Relations Officer

Length of Appointment: 2 years (Renewable)

Goals of Position: To promote the work of Victoria's Quilts Canada (VQC) to the public

Outline of Responsibilities:

- Seek opportunities to promote VQC through all forms of media (print, radio, online – including Twitter, etc.)
- Keep an up-to-date master list of print and electronic media contacts
- Prepare written information (i.e. Public Service Announcements) for the media
- Determine appropriate media outlets for announcements and distribute once they are approved
- Seek public relations opportunities such as quilt shows, craft fairs, etc. to promote VQC
- Seek speaking opportunities for authorized spokespersons to promote VQC
- Upon request by the Communications Coordinator, speak on behalf of VQC
- Maintain a current speaking deck to be used by individuals speaking on behalf of VQC

Skills, Experience, Qualifications Required:

- Knowledge of local and national print and electronic media
- Excellent written and oral communication skills
- Excellent interpersonal skills
- Organizational skills
- Familiarity with Internet and email

Personal Traits and Qualities Needed/Desired:

- Able to meet deadlines
- Able to maintain confidentiality
- Conscientious
- Knowledge of how to use social media would be an asset

Level of Effort:

- Up to 12 hours per month

Orientation and Training Available:

- Communications Coordinator provides background on VQC

Support, Supervision and Evaluation:

- Provided by Communications Coordinator

Screening Measures:

- Résumé
- Interview
- Reference check
- Police records check

Approved November 27, 2017