

Girls, Inc. Board Manual	II. BOARD COMMITTEES JOB DESCRIPTIONS
Effective Date: 6/13/19	Supersedes: 3/8/18

PR/MARKETING COMMITTEE

Function:

The PR/Marketing Committee is responsible for the development of marketing materials and public relations campaigns to raise the visibility of Girls Inc. of the Central Coast. The Committee collaborates with the Fund Development Committee to provide promotional materials for the Fund Development Committee's activities.

Purpose:

To enhance the visibility and positive image of GICC in the local community by planning and executing activities and events for marketing, community relations, and public relations.

Duties and Responsibilities:

- Assist the Executive Director to plan a year-round community event calendar.
- To work closely with the Executive Director to plan all publicity and promotion in support of the organization.
- To help the Executive Director plan and develop marketing efforts that support the organization's services and programs.
- Develop a speakers' bureau to present and explain the organization's services and/or programs throughout the community.
- In conjunction with Fund Development Committee, ensure that donors and sponsors are appropriately recognized in materials, advertising, and PR for all organization events and activities

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