Gamma Phi Beta
TRUE AND CONSTANT

Public Relations Advisor

Supervisor: Chapter Advisor
Department: Chapter Services
Date Created or Revised: January 2025

Purpose
A public relations advisor utilizes her experience, leadership and coaching skills to help her Public Relations (PR) department officers develop as sisters and leaders. She also promotes chapter success by ensuring her assigned officer upholds her responsibilities and achieves her goals while following Gamma Phi Beta's Policies and Procedures.

Responsibilities

- Mentor and coach PR department officers by leading educational conversations that prepare them to embrace the roles and responsibilities of leadership and develop in Gamma Phi Beta's member competencies.
- Encourage and reinforce chapter and officer success on a consistent basis by reading monthly officer reports and following up to determine best solutions and praise accomplishments.
- Advise the PR department in planning and implementing the assigned programs in compliance with International Gamma Phi Beta guidelines and expectations as outlined in the Collegiate Operations Manual (COM) and chapter officer resources.
- Support PR department officers in successful public relation initiatives, including but not limited to, website, social media, alumnae relations, social events and philanthropy and ensure said initiatives promote engagement, sisterhood and member retention.
- Review assigned plans and advise the PR department officers on changes that promote a safe and engaging sisterhood experience that results in the retention of all members.
- Meet regularly with assigned officer to build a relationship, establish expectations, review progress on goals and hold her accountable to her responsibilities and serve as a resource to the assigned officer through ongoing communication.
- Contribute to and foster open communication throughout the chapter and facilitate resolutions by using strong conflict resolution skills and coaching collegiate members to do the same.
- Hold public relations vice president (PRVP) and her department accountable to setting and working toward goals that promote improved chapter operations, engagement, sisterhood and member retention and completing the assigned expectations as outlined in the Order of the Crescent.
- Ensure assigned officer understands and adheres to all International Gamma Phi Beta Policies and Procedures.
- Engage in ongoing training and development by reviewing officer and advisor resources and attending PR department officer and advisor training.

- Serve as an active member of the chapter's advisory board and represent the chapter's interests to the advisory board.

Expectations

- This role is appointed for a one-year term ending on July 31. This role is eligible for reappointment for a total of six terms.
- This role requires two to five hours per week on average.
- No travel is expected for this role. Any changes in travel expectations will be communicated to volunteers.
- Meet all expectations as outlined in Gamma Phi Beta's **Appointed Volunteer Expectations Agreement**.

Preferred Competencies and Experiences

- Mentorship.
- Communication.
- Gamma Phi Beta Knowledge.
- Experience as a collegiate officer is helpful but not required.