

# Public Relations Advisor

**Supervisor:** Chapter Advisor

**Department:** Chapter Services

**Date Created or Revised:** May 2020

## 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 also 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 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 requires 15 hours per week on average.
- Travel: Volunteers in this role will be expected to travel up to two days per year.
- Learn and utilize Beta Base (chapter reporting system) for assigned chapter.
- Complete all Fidelity volunteer online lessons and other required training.
- Conduct training conversations with chapter advisor within six weeks of appointment.
- Attend all advisory board meetings, retreats and calls.
- Attend department meetings, and, at the request of the chapter advisor, chapter business meetings, executive council meetings, executive council hearings, affiliated house corporation (AHC) meetings, Nominating Committee meetings and chapter officer retreats.
- Respond to all communication within 48 hours.
- Pay annual [international alumnae dues](#) or be a [Life Loyal member](#). To check if you are in good standing, login at [GammaPhiBeta.org](#) > Member > My Profile. On the first tab, if your paid through date is blank or if the date is in the past, you have not yet paid this fiscal year. If you are Life Loyal, you have paid for life and are in good standing!

## Preferred Competencies and Experiences

- Commitment to belonging, equity, diversity and inclusion.
- Self-awareness of strengths, challenges and motivation for volunteering.
- Effective, clear and timely written and verbal communication.
- Experience leading a team to meet established goals.
- Desire to mentor and coach collegiate women.
- Working knowledge of Gamma Phi Beta policies, procedures and initiatives.
- Ability to lead educational conversations with collegians that promote competency development in Gamma Phi Beta's member competencies.