

Environmental Education Association of Illinois

Public Relations Chair Job Description

In 1972, a group of committed and concerned environmentalists (both conservationists & educators) founded the Environmental Education Association of Illinois (EEAI). Since that time, members of EEAI have provided leadership at the national, state, and community levels. The strength of EEAI comes from its members. Their participation in events ranging from nationally to local levels helps to raise the profile of environmental education and challenges the decision makers to give environmental concerns a priority. Today, EEAI is made up of a group of concerned citizens who are interested in educating people of all ages to the importance of understanding and protecting the environment.

This position is an Ex-Officio Board position obtained through appointment by the Board of Directors and has no term limit. The Chair reports directly to the Board of Directors with responsibilities to ultimately serve the general membership of EEAI through conducting organizational duties specified within the constitution. While this position does not hold voting privileges, it is a highly visible state seat and therefore allows the Chair to have input on all matters of the organization, privileges of bringing matters before the Board for review and act as a consultant and leader of all issues pertaining to their committee.

The Chair is required to attend the December board meeting every year and is recommended to attend the remaining Board meetings.

Job Description: Public Relations Chair

1. Create a quarterly newsletter, The Update (January, April, July, October).
 - a. Solicit and/or write articles and develop/compile newsletter content
 - b. Develop the newsletter through Constant Contact
2. Promote activities, membership and positive awareness of EEAI via major social media channels (LinkedIn, Facebook, Twitter)
3. Maintain the EEAI Google Calendar
4. Manage the website
 - a. Update existing web pages on a regular and as-needed schedule
 - b. Troubleshoot website operation
 - c. Create new web pages as needed
5. Collect information and resources to distribute to members via list serve announcements (to be done quarterly).
6. Maintain supply of EEAI promotional materials and distribute to board members.
7. Manage the five regional EEAI banners.
 - a. Replace banners as needed.
8. Create and proof press releases and other distributed information.
9. Submit EEAI announcements to the Illinois Science Teacher Association's Network News list serve.
10. Maintain EEAI's photo archive through Flickr.
11. Work with Membership chair to update the membership brochure.
12. Submit and oversee budget; follow disbursement procedures as needed.
13. Submit quarterly reports and an annual report to the EEAI Board.