

Job Description

Director of Public Relations

PURPOSE OF THE POSITION

The Director of Public Relations will act as our liaison with all levels of 4WD vehicle and parts manufacturers to solicit sponsorship for the NEA4WDC and to work together to preserve the image of our sport. The Director of Public Relations will act as our liaison with all forms of print media whether directly or indirectly related to our sport.

RESPONSIBILITIES

1. Establish or develop and maintain direct lines of communication with all levels of 4WD vehicle and parts manufacturers, trade media, public agencies, officials of applicable federal and state/provincial agencies regarding NEA4WDC-related news. Be aware of what said agencies are doing and assist State/Regional/Provincial associations *and Organizations* with making proper contacts with agency representatives. This will be coordinated directly with the President.
2. Be the NEA4WDC liaison to Specialty Equipment Manufacturer Association (SEMA) and NEA4WDC member clubs regarding vehicle issues.
3. Establish and maintain a presentation of the NEA4WDC for non-four wheel drive owners, to educate and foster understanding of our sport. After approval by the Officers & Board of Directors of the NEA4WDC, the Director of PR will network with local dealerships who sell 4WD vehicles to develop a distribution plan for the presentation.
4. Be prepared to travel periodically to make presentations to manufacturers and organizations upon their request.
5. Maintain written correspondence as needed and write marketing reports for the Nor'Easter and supporting business members.
6. Assist the Executive Board as requested with matters relating to this position.
7. Attend all NEA4WDC Board of Director's Meetings.

Qualifications

- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications, and public relations activities.
- Strong creative, strategic, analytical, organizational and personal sales skills.
- Demonstrated successful experience writing press releases, making presentations, and negotiating with media.
- Experience overseeing the design and production of print materials and publications.
- Computer literacy in word processing, data base management, and page layout.
- Commitment to working with shared leadership and in teams.
- Strong oral and written communications skills.
- Ability to manage multiple projects at a time.
- Out-of-town, overnight travel is required.

Personal Attributes

The prospective candidate must maintain strict confidentiality in performing the duties requested. They must also demonstrate the following personal attributes:

- be honest and trustworthy
- be respectful
- possess cultural awareness and sensitivity
- be flexible
- demonstrate sound work ethics