

**ROLE TITLE:** Director of Publicity

**PURPOSE OF ROLE:** The purpose of the Director of Publicity is to maintain contact with available media outlets regarding Boomers Rock events and happenings.

**RESPONSIBILITIES:**

- Responsible for creating and upholding positive public image of Boomers Rock
- Responsible for maintaining a list of media outlet contacts
- Responsible for maintaining supply of brochures, cards and stock for welcome centers and POA newcomers coffees
- Responsible for attending all board meetings

**SPECIFIC ACTIVITIES**

- Provide weekly updates to Village Voice Club Corner
- Promote Boomers Rock events through media, flyers, signs, etc.
- Provide photo and information to media as a follow up to and promotion of events
- Provide communication content to Boomers Blast editor and Boomers Rock website editor in a timely fashion