

Marketing & PR Chair

Objective: Responsible for proactive public relations and marketing efforts to increase media coverage, awareness, and brand identity of the Walk to Cure Arthritis and the Arthritis Foundation. With input from staff, the Marketing & PR Chair will develop a Walk to Cure Arthritis awareness plan and lead the Public Relations Subcommittee in implementation.

Length of Involvement: 12 months

Time Commitment: 4-6 hours per month

Responsibilities:

- Be knowledgeable about the Arthritis Foundation's mission, brand identity, key messages, and programs.
- Be familiar with the Walk to Cure Arthritis.
- Be familiar with and ensure proper use of event and Arthritis Foundation logos
- Work with Arthritis Foundation staff to develop Walk to Cure Arthritis public relations and awareness plan.
- Attend Walk to Cure Arthritis committee meetings
- Recruit volunteers (two to five recommended) to form a Public Relations Subcommittee.
- Work with Arthritis Foundation staff to actively involve and promote local medical and youth honorees in news stories and key messaging to media/public.
- Recruit a team(s) from your own company.
- Work with Team Development Chair to find out if any teams are doing third-party fundraisers that would be of interest to local news outlets.
- If your committee does not have a Social Media Chair, work with staff to promote event on social media outlets. Refer to Social Media Chair job description for more details.
- Work with Sponsorship Chair and staff to secure media sponsors/teams.
- Work with staff to ensure timely runs of free ads in newspapers/radio/TV.
- Work with the Logistics Chair to ensure that branded Walk to Cure Arthritis event day components are in place on the event site.
- Ensure Arthritis Foundation programs and events are cross-marketed at the event. Check with staff to include any upcoming seminars, expos, exercise classes, family days, etc.
- Assist staff in recruiting photographer/videographer.
- Recruit emcee and entertainment for opening/closing ceremonies and celebration.
- Draft key messages for emcees/speakers with assistance from staff.
- Serve as media point-of-contact at the Walk to Cure Arthritis.
- Attend the Walk to Cure Arthritis.
- Attend the post-event evaluation meeting.
- Develop an awareness report that includes all promotional efforts surrounding the Walk to Cure Arthritis, such as media placements, PSAs, ads, etc.