

Public Relations Person for Belfast Garden Club

Job Description

The Public Relations (PR) Person will consistently promote and communicate the activities of the club to the public through writing and photos in order to maintain a presence in the community to foster active membership and growth of the club.

Responsibilities include covering the following areas:

Monthly Meetings. Produce a minimum of one press release for each meeting (September through May) with a description of the program and the speaker's bio. Photos should be included if possible. Design, produce and distribute flyers around Belfast announcing monthly meetings. Post announcements of meetings in calendar sections of papers, the club's web site and online newspapers.

Civic Beautification

Keep the public informed about the work of Civic Beautification, the 12 gardens, their maintenance and new projects. Encourage participation and new volunteers.

Open Garden Days

The Public Relations Person is responsible for all press coverage of this primary fund-raising event. During the off-season this includes interviewing each gardener; obtaining photos, preparing the upcoming season's press releases. During the Open Gardens season (May through September), submitting weekly prepared press releases and submitting calendar entries for seasonal publications.

Special Events

Includes publicity for the Club's annual Green Thumb Plant Sale, seasonal decorating, scholarships and all other special projects such as the Pink Tulip planting which was done at Post Office Square.

Compensation

This is initially a one year position. The Public Relations Person will report to the club President and Communications committee. Part time hours worked will fluctuate according to the seasonal needs. Annual salary will be up to \$2,400. Payment will be made on a monthly basis, an average of \$200 per month, after submission of a monthly log showing activity. The Public Relations Person will be expected to maintain a scrapbook of all published material.

To Apply:

Send a letter describing your relevant experience and availability to marthalaitin@yahoo.com by February 26, 2010. Include reprints of published press releases or columns.