

**ALBANY UU SERVICE OPPORTUNITY DESCRIPTION**

**Service Opportunity Name/Title:** Public Relations Team Chair

**Service Opportunity Brief Description:**

The Public Relations Team serves the vital role of being the conduit between Albany UU ministries and the general public, including the media, shaping to a significant degree the face of Albany UU as presented to the outside world. The chair has the responsibility of coordinating the work of the team, and making sure it accurately and appropriately presents the face of our congregation. The chair should also possess the skills and vision outlined in the general description of the Public Relations Team.

**Service Opportunity Detailed Description:**

The Public Relations Team manages event- and issue-specific communications between Albany UU and the community at large. These include:

- Working with Albany UU teams to promote events and prepare media communications; ensure teams work within established protocols for media and policymaker contact
- Publicizing Albany UU events and issues to community at large
- Conducting media outreach, including development/distribution of media advisories and releases
- Acting as spokesperson for Albany UU as needed/appropriate
- Managing and promote social media

The chair is responsible for reviewing all material released to the media to assure it accurately and appropriately represents the congregation.

**Length of Service Commitment:** 1 year

**This opportunity will enable you to** work closely with fellow Albany UU members to promote our congregation as a beacon of liberal religion.

**Skills Needed:**

Ideally, the Team chair would have a familiarity with marketing and publicity tools. The chair must have good organizational and leadership skills. Though not required, the chair would benefit from writing and editing skills.

**Training, assistance, and safety requirements:**

Support, and training, as necessary, is provided by the previous chair and/or by Albany UU office staff.

**Number of positions:** 1

**Key words:** marketing, publicity.

**Deleted: e** (Note that chair and members need two separate descriptions): ¶

**Formatted:** Font: 11 pt, Bold

**Formatted:** Font: 11 pt, Bold

**Formatted:** Font: Bold

**Deleted: n** (25 words or less)

**Deleted:** (Add additional information, including more about key activities, purpose and the overall contribution to congregational life, and anything else you omitted in the brief description. Include when and where the service is provided, such as "after the service one Sunday per month" or "monthly meetings by phone." Avoid using calendar dependent specifics, to allow the service opportunity to be reused in future years.):

**Deleted:** As needed\_\_ 1-2 times/year\_\_ Less than 3 months\_\_ ¶  
3-12 months\_\_ 1 year\_\_ 2 years\_\_ 3 years\_\_  
Other\_\_\_\_\_

**Deleted:** "

**Deleted: ..."** (Briefly describe the potential for meaningful personal growth associated with this service opportunity. List some of the ways that providing this service can contribute to the personal growth for the volunteer and the betterment of the entire AlbanyUU community.):¶  
This opportunity enables you to

**Deleted:** (if necessary, list skills volunteer will need to be successful in this position):

**Deleted:** (Indicate what training and support will be available to help the volunteer learn and succeed in this position. For example, will someone currently in the job be available to mentor them? If relevant, state any prerequisite safety requirements, such as background checks for working with children):

**Deleted:** ¶

**Keywords/ Tags:** Art & Design\_\_ Computer Skills\_\_

Cook/Bake\_\_ Financial Skills\_\_ ¶

Handyman Skills\_\_ Leadership\_X\_

Marketing/Publicity\_X\_ Mechanical & Repairs\_\_

Music\_\_ Organizational Skills\_X\_ Facilitating\_\_

Gardening\_\_ Outdoor activity\_\_ Shopping\_\_ ¶

Driving\_\_ Social Justice Advocacy\_\_ Social Justice

Service\_\_ Work at home\_\_ ¶

Social Media\_\_ Write\_\_ Edit\_\_ Teaching\_\_ Work with

Children\_\_ Work with Youth\_\_ ¶

Work with Seniors\_\_ ¶

¶  
**Contact Person Name:** Patti Jo

**Newell** \_\_\_\_\_ ¶

**Contact person's Email** (On website the person's email will be listed as "person's.name"@AlbanyUU.org which will redirect automatically to the actual email address): \_\_\_\_\_ ¶

**Deleted:** ¶

**Formatted:** Font: Not Bold

**Deleted: Position is currently:** Open\_X\_ Filled\_\_ ¶

Updated 5-16-21 by Patti Jo Newell

**Formatted:** Indent: Left: 0", First line: 0"