

MICA Board Position Description

Title: Affiliate Director of Public Relations

Revision Date: January 17, 2015

Preferred Minimum Requirement: 2 years involvement at Regional Level of Destination Imagination
Knowledge of Destination Imagination Program
Able to attend scheduled MICA Governing Board meetings

Term: Elected to 3 year term

Description

The Director of Public Relations (PR) shall be responsible for promoting and communicating news regarding the Destination Imagination (DI) Program for the Affiliate.

Primary Duties

Completion Date

• Communicate with Schools, Coordinators, Team Managers, volunteers, community groups, local media, etc., about the DI program	Ongoing
• Promote and market the DI program to Schools, School Systems, Community Groups, and any other groups involved with children.	Ongoing
• Provide promotional materials to other board members to facilitate program growth.	Ongoing
• Maintain an Affiliate Presence via social media outlets such as Twitter and Facebook.	Ongoing
• Work with Webmaster to post promotional materials and news to the MICA website.	Ongoing
• Issue press releases regarding MICA news such as registration opening, upcoming trainings or tournaments, and tournament results.	Ongoing
• Member of MICA Governing Board	Ongoing
• Serve on MICA Governing Board committees	Ongoing
• Compile a year-end report and submit report to MICA Board of Directors	Summer Retreat

Key Skills and Knowledge Required

- Computer Skills.
- Must be able to communicate professionally.
- Strong organization and communication skills.
- Must be able to work effectively and respectfully with adults and children.
- Must be able to work effectively and respectfully with the MICA Board of Directors.
- Flexibility and willingness to learn new skills