

## ATV Maine Public Relations and Marketing Coordinator

Position Title: **Public Relations and Marketing Coordinator**

Reports to: President

Position Status:  Hired  Stipend  Volunteer (Voted)

Voted by: Board of Directors

### General Qualifications:

- To protect the integrity of the organization.
- To attend all regional, annual, and any other meetings that the Executive Board deems necessary.
- Must have good leadership skills and the ability to delegate tasks.
- Must have excellent diplomatic and communication skills for the level of the position.
- Must be a self-motivator.
- Must be a member of an ATV Maine affiliated club.
- Must have advanced computer skills.

The Public Relations and Marketing Coordinator will be responsible to maintain effective communication with the public, ATV clubs, manufacturers, dealers, the media, the Webmaster and the Governmental Relations Coordinator.

The Public Relations and Marketing Coordinator will implement policies to meet objectives and goals of ATV Maine as brought forward by the President and adopted by the Board of Directors of ATV Maine. The Public Relations and Marketing Coordinator

1. Will be the chief editor of the ATV Maine website and newspaper along with all of the publications produced or sanctioned by ATV Maine.
2. The Public Relations and Marketing Coordinator serves as one of three “official spokespersons” for ATV Maine. The Public Relations and Marketing Coordinator will:
  - a) Make and/or oversee public presentations about ATV Maine;
  - b) Conduct workshops to promote ATV Maine and its objectives to non-governmental entities;
  - c) Grant print and broadcast media interviews as required;
  - d) Develop video and audio documentary material for media distribution.
3. The Public Relations and Marketing Coordinator, in conjunction with the President, approves all press releases, director’s letters, brochures, and related public relations materials.
4. The Public Relations and Marketing Coordinator develops public relations policy for ATV Maine subject to Executive Board of Directors approval.
5. The Public Relations and Marketing Coordinator will maintain an effective communication process between or among the Executive Board and President.
6. The Public Relations and Marketing Coordinator, in conjunction with the Governmental Relations Coordinator, will develop all publications produced or sanctioned by ATV Maine.