

## Roles & Responsibilities

### Public Relations Leader

#### JOB DESCRIPTION

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As your SME senior chapter's public relations leader, you have been called on to make your chapter more visible to the public, increase awareness and enhance the image of the Society. In your role, you will employ strategies and tactics that help you inform both members of the chapter and the general public—current, future and all potential members and supporters—about SME. Your work supports your chapter's recruitment and retention efforts and, because it is responsible for SME's local image, it directly impacts the vitality of your chapter.

Below are some helpful tools to help you with your local public relations activities. If you need additional help, please contact [communications@sme.org](mailto:communications@sme.org).

- ▶ [Public Relations Tips for SME Chapters](#) (PDF)
- ▶ [Seven Steps to Effective Press Releases](#) (PDF)
- ▶ [How do I create a press release?](#) (MS Word)
- ▶ [How do I write a media advisory?](#) (PDF)