

Public Relations Manager

(Provided by 2024-25 Temporary Constitution)

A. Purpose.

- a. The Public Relations Manager shall coordinate all communication of the affairs of the Government to the campus at large. S/He will be the chief point person for media communication. In addition, s/he will be responsible for developing the general image identity of Student Government each year.

B. Responsibilities.

- a. CPO mailings.The Public Relations Manager is responsible for all Student Government mass CPO mailings.
- 1) Record Liaison.The Public Relations Manager is the contact person for all Student Government sponsored articles published in the Record. S/he will assure that the Record staff receives any articles on time for publishing.
- 2) Publicity.The Public Relations Manager is responsible for Student Government Publicity in general. This includes any posters, mailings or letters. S/he will be responsible for maintaining the designated Student Government bulletin board area.
- 3) Internet Publicity. The Public Relations Manager is responsible for overseeing internet publicity in the following capacities:
 - a. Regularly maintaining and updating the Student Government Instagram account with information and updates on Student Government.
 - i. Create a weekly post or story that details the Proposals and FTGOTOs passed in board meetings – unless the board votes otherwise or the meeting was in executive session.
 - b. Regularly maintaining and updating the Student Government Website with the minutes and current proceedings of the Student Government board.
- 4) Public Relations Committee Management. The Public Relations Manager shall chair the Student Government Public Relations Committee, comprised of any student that the Public Relations Manager may appoint. The committee shall assist the Public Relations Manager with his/her responsibilities listed above in promoting the brand of Student Government.
- 5) Class Council and Committee PR Liaison. The Public Relations Manager is responsible to meet with and facilitate unity amidst the individuals in charge of public relations serving on class councils and EVP committees.
 - a. This creates a more cohesive stream of communication between all the individuals representing Student Government initiatives and the student body.