

Public Relations Officer.

What does the job of the IFC Public Relations entail? Check out the list below for a quick overview.

As the IFC Public Relations officer, it is your responsibility to see that relationships are established with constituencies outside of the undergraduate fraternity community such. Regularly connect with leaders from other councils, the campus administration, faculty members, alumni volunteers, the student body, local and regional media, law enforcement officials, and the surrounding community. It is your duty to see that the IFC pursues and maintains an open and honest dialogue with each of these audiences to **further the advancement of a positive image of your fraternity life.**

DUTIES

- Responsible for serving as the primary liaison to the various campus and community constituencies such as student government, the campus programming board, the newspaper staff, city council, chamber of commerce, etc.
- Create and maintain the social media presence of the IFC and fraternity community
- Maintain the IFC website
- Develop and execute a public relations and social media strategy
- Responsible for the IFC publications produced (recruitment newsletters, online resources, websites, outreach programs, etc.)
- Keep the media informed on upcoming events or potential news
- Write and submit press releases on behalf of the IFC
- Compile an annual report of accomplishments and concerns
- Maintain the crisis response plan with the IFC President and communication with the media, campus administration, etc.