

RAP Public Relations

Working under direction of Chair of Communication Committee and in conjunction with Copywriter ensure best endeavours to promote the positive difference Rotary Albert Park makes in the local community and beyond :

- Create awareness of club activities and projects among club members, media, and the community
- Develop key points for talking about Rotary Albert Park, distribute to members and use them when speaking in public
- Use social media to promote awareness of Rotary and our club in the community
- Assist to set communication committee plans, goals and actions to help achieve the club's goals for the year and monitor progress toward them
- Share Rotary Albert Park stories with the local media
- Work with our partners/donor recipients to ensure we are appropriately included in their promotional materials, website and other communications
- Work with club committees and district committees on multi-club activities or initiatives to promote and publicise the difference Rotary and our club makes
- Become familiar with and use as applicable Rotary Public Image resources

RAP Copywriter

Working under direction of Chair of Communication Committee ensure all relevant communications are well written and are written to evoke a positive feeling toward Rotary and Rotary Albert Park and be a call to action support of the clubs programs:

- Works closely with internal teams and external partners to develop content that engages, inspires, educates and drives internal and external audiences **to action** in support of Rotary Albert Park's programs, activities, issues or strategic priorities.
- Serve as primary copywriter and editor for marketing collateral, relevant emails and other materials designed to raise awareness of, or deepen engagement with, Rotary Albert Park.
- Help execute the Communication teams overall content promotional strategy by developing content that can be used across all channels and mediums, including print, digital, email, mobile and social media.
- Works with PR Person to develop content as needed

