



COUNCIL ON STAFF AFFAIRS

PUBLIC RELATIONS OFFICER

Summary of Primary Duties:

Shall be responsible for all publicity of COSA events. Shall serve as liaison with Valdosta State University Public Relations Office, campus newspaper, local radio stations, and other media as necessary. Shall prepare quarterly COSA newsletter for distribution to all VSU employees. The Public Relations (PR) Officer shall attend all COSA meetings, COSA related conferences, and serve as a non-voting member of the COSA Executive Committee.

Term of Office:

The PR Officer must be a COSA member in the second or later year of service. The PR Officer shall be nominated by COSA members and appointed by the Executive Committee.

Time Requirements:

This position requires approximately 10 to 15 hours each month.

Primary Tasks and Responsibilities:

Attends monthly COSA Executive Committee meeting

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Organizes and creates the COSA quarterly newsletter

- a. Talks with employees to determine what information they want presented in COSA newsletter
- b. Stays abreast of staff affairs from other Universities through email list serves
- c. Meets with Chair to discuss newsletter content
- d. Sends completed newsletter to Treasurer to expedite printing

Prepares handouts and/or flyers regarding hot topics of interest to staff, as needed

Other tasks as needed

SECONDARY TASKS AND RESPONSIBILITIES

Serves on Staff Appreciation Day committee

Builds relationships with Media Relations, Spectator, and Valdosta Daily Times

Reads and communicates Legislative updates to the staff via newsletter, email, or special flyer

USEFUL KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of MS Publisher or similar desktop publishing software
- Ability to use a desktop publishing software package
- Strong written and verbal communication skills
- Ability to bring staff issues to the forefront