



## **Director, Public Relations**

The **Director, Public Relations** is responsible to the Vice President of Communications and works closely with the Communications team to ensure all PR efforts align with the AMA Chicago brand voice and strategic goals. The Director of Public Relations serves as the public voice of AMA Chicago to external audiences and media. This role is responsible for elevating awareness of the chapter's programs, people, and impact by securing earned media coverage, cultivating media relationships, managing press communications, and supporting reputation management.

### **Main Responsibilities for the Director, Public Relations:**

#### **Public Relations & Media Outreach**

- Develop and implement an annual PR strategy that supports AMA Chicago's goals for awareness, membership growth, and event visibility.
- Draft and distribute press releases, media alerts, and feature stories that highlight chapter events, awards, member achievements, and thought leadership.
- Maintain and expand relationships with local, regional, and trade media outlets, including reporters, editors, and industry bloggers.
- Pitch story ideas to media and secure earned coverage across print, online, radio, and broadcast platforms.
- Serve as the primary contact for media inquiries and coordinate interviews or quotes with the President, VP of Communications, or other spokespeople.

#### **Brand Reputation & Messaging**

- Ensure consistency of the AMA Chicago voice and key messages across all PR materials.
- Monitor media mentions and public perception of AMA Chicago, flagging opportunities or issues for the Communications team.
- Collaborate with the Director of Communications and Content Manager to amplify press coverage through digital channels.
- Support crisis communications and issue response when necessary, in coordination with the VP of Communications and Executive Director.

#### **Collaboration & Team Support**

- Partner with the Content, Social Media, and Website Managers to integrate PR initiatives across channels.
- Provide PR guidance for major chapter initiatives such as BrandSmart, the Palmer Marketing Awards, and member campaigns.
- Maintain a media contact database and track outreach results.



- Supervise or mentor a volunteer PR Coordinator who monitors the chapter Google profile.

**Top Four Requirements for the Director, Communications:**

- Strong written and verbal communication skills, including experience writing press materials and pitching media.
- Understanding of media relations, local press landscape, and digital PR best practices.
- Ability to collaborate across teams and manage multiple priorities on tight timelines.
- Positive, proactive, and professional demeanor representing the AMA Chicago brand.

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**Time Commitment**

- Approximately 1 hour per week and 2 hours on board meeting weeks.
- Attend Communications team meetings and monthly Board meetings.
- Attend key AMA Chicago events for visibility and potential media coordination.