

PUBLIC RELATIONS and MARKETING CHAIR

1. The Public Relations and Marketing Chair is appointed by the SNAU President Elect on even years as a Standing Committee Chair on the Executive Board and serves for two years.
2. Act as a resource person for the news media regarding SNAU.
3. Promote SNAU with allied groups.
4. Select and cross train one or more committee members to perform all duties and responsibilities in your absence.
5. Oversee the ongoing operations of a public website for SNAU:
 - a. Retain the services of a skilled webmaster as needed.
 - b. Coordinate all work and provide direction to the webmaster.
 - c. Receive information, data and graphics for the website from SNAU board members, Area Directors and Chapter Presidents.
 - d. Edit and proof all information, data and graphics for the website.
 - e. Submit information, data and graphics to the webmaster.
 - f. Regularly monitor the website for relevance and accurate information.
6. SNAU website will provide the following information:
 - a. Display official SNAU logo, annual theme, and a brief description of the SNAU association.
 - b. Contact List
 - i. SNAU Board Members
 - ii. Area Directors and Chapter Presidents
 - c. Publications
 - i. SNAU website
 - ii. Important Articles regarding SNAU and the industry
 - iii. Scholarship and award applications
 - iv. Membership Application forms
 - v. SNAU Bylaws, Governing Rules and Job Descriptions
 - vi. Approved Board Meeting Minutes (both past and current year)
 - d. Important Events (date/time/place/contacts)
 - i. SNAU Board Meetings
 - ii. Area Meetings
 - iii. SNAU Conferences and Workshops

- e. Cross-Links with other websites
 - vii. Electronic Event Management System (Cvent)
 - viii. School Nutrition Association
 - ix. USOE Child Nutrition Programs
 - x. Action For Healthy Kids - Utah
 - xi. Other board approved websites
 - 1. Business Partners / Paid Sponsors
 - 2. Local Charity Events
 - 3. Misc.

- 7. Oversee the ongoing operation of the electronic event management system (Cvent) to inform members and collect registration information and payments for conferences, workshops, meetings and other approved events:
 - a. Retain the annual services for an electronic event management system.
 - b. Acquire the services of a skilled system manager as needed.
 - c. Coordinate event information and setup features between the system manager, SNAU board, event committee and SNAU webmaster.
 - d. Ensure accurate exchange of information and data.
 - e. Regularly monitor the system for relevance and accurate information.

- 8. Oversee and coordinate all public electronic information regarding SNAU on relevant social networks (i.e. Facebook, Twitter, etc.)

- 9. Attend Executive Board meetings. If unable to attend, call president to ask to be excused or ask someone to attend in your place.

- 10. Submit a written annual report to the State President by May 1st to be included in the House of Delegates folder.