

Public Information Officer

Job Summary

The Tamiami Amateur Radio Club (TARC) Public Information Officer (PIO) plans and executes general communication and promotional publicity to the local and broader community in support of TARC's mission. Over time, the PIO's goal is to build public awareness of the TARC, its mission, and its public events.

Primary Duties and Responsibilities

1. Maintain a calendar of TARC's public events and initiatives to aid in scheduling publicity projects (most of which occur well before the event).
2. Based on the type and scope of a TARC event or initiative, plan a sequence of appropriate communications to support public awareness and/or participation.
3. Typical activities for the PIO are:
 - a. Write and distribute press releases, letters to the editor, public service announcements.
 - b. For public events, generate an advertisement for Venice Mainstreet and arrange for placement in the weekly newsletter and on the downtown kiosk for five weeks prior to the event.
 - c. Generate regular postings of TARC news and events for the TARC Facebook page.
 - d. Make use of ARRL-produced informational material and generate supplemental materials to further public awareness and understanding of TARC and HAM radio as a hobby.
 - e. Coordinate publicity with organizers of TARC events and of events for which we provide radio communication support.
 - f. Maintain a list of public officials who might be interested in what TARC offers the community and invite them to major TARC events.
 - g. Arrange for staffing of a public information table at major TARC public events
 - h. Follow up placements in newspapers and other media by thanking the personnel at these organizations.

Estimated time at task.

- Average of two hours per month with the exception of May/June in support of ARRL Field Day
- In the 45 to 60 days before Field Day, the combined activities of the PIO will consume 10 to 15 hours. This number will vary depending on how much material can be re-used from earlier work.

Preferred qualifications if any

- Should be an organized, independent worker.
- Should have excellent verbal and written communication skills
- Should be comfortable with making contact with the general public and officials of the organizations with whom we work.

- Some familiarity with the local/regional media contacts is valuable but will be developed on the job.

Required Skill Level if any

- Must have the ability to write simple clear prose for press releases, announcements and letters.

Working Conditions

- Must have the ability to write simple clear prose for press releases, announcements and letters.