



Let World Hear Your Voice

Connecting as Public Relations Manager

As the Public Relations Manager, you are responsible for coordinating publicity efforts in the district. By establishing and maintaining lines of communication between the district and its members, as well as between the district and the public, you work to increase awareness of Toastmasters through all available media.

Serving as the Public Relation Officer allows you to develop and use a variety of skills, including written and oral communications, writing copy for newsletters, blogs, websites, and press releases, editing, as well improving your skills at speech writing, logical thinking, producing videos and improved presentation skills.

Communication Plan

As Public Relations Manager, you develop a comprehensive communication plan at the beginning of the program year. The purpose of this plan is to keep members informed of Toastmasters activities, news, and events, such as club officer training, Division and Area Director training. You are also responsible for informing the local community about club and District events and member achievements, which enhances the public's awareness of the organization and its members. In your role, you motivate members to become involved. You also contribute content for your District's newsletter, website, and social media sites.



Public Relations and Publicity

To attract new members, one of your responsibilities is to create a public relations plan that garners positive publicity in local media outlets.

Brand Stewardship

The Public Relations Manager is the guardian of the organization's image: the Toastmasters brand. When communicating with members, prospective members and public, and local media, the Public Relations Manager considers Toastmasters branding guidelines and applies them to promotional materials as appropriate.

Resource

Brand Manual:

https://toastmasterscdn.azureedge.net/medias/files/brand-materials/brand-items/brand-manual_2022.pdf

Let the World Know:

<https://toastmasterscdn.azureedge.net/medias/files/department-documents/marketing-documents/1140-let-the-world-know.pdf>

“Advertising is saying you're good. PR is getting someone else to say you're good.”

Jean-Louis Gasse, Founder BeOS