JOB DESCRIPTION

Position Title: Emergency First Response Team (EFRT) Public Relations Coordinator

Term of Office: September 1 to April 30 (summer preparation required)

Supervisor: EFRT Director

Remuneration: Volunteer

Hours of Work: 5-7 hours per week in addition to 12 Supervisory Shifts per month

General Scope of Duties
The Public Relations Coordinator is responsible for organizing all promotional and community relation activities for the EFRT.

Major Duties and Responsibilities

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<th>Category</th>
<th>Percent</th>
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| Supervisory Function         | 240%    | • Attend all EFRT Executive meetings, team meetings, and team trainings  
|                              |         | • Monitor the Executive Radio  
|                              |         | • Enforce team protocol in accordance to the Operating Policy |
| Financial & Budgeting        | 10%     | • Prepare financial plans for public relations, events/tasks and submit to the Program Director |
| Function                     |         |           |
| Communications Function      | 350%    | • Report any special team events to the Silhouette as well as the MSU Social Media Coordinator and PR Assistant, and any other appropriate media forums  
|                              |         | • Be the team representative for the Association of Campus Emergency Response Team (ACERT)  
|                              |         | • Keep the EFRT website up-to-date  
|                              |         | • Liaise with current team |
| Advertising & Promotions     | 4030%   | • Organize and run a PR week in the fall and winter semesters  
| Function                     |         | • Arrange for EFRT’s participation in events such as Welcome Day and Alcohol Awareness Day  
|                              |         | • Assist the Orientation/Training with orientation recruitment during the fall  
|                              |         | • Maintain social Media by posting regularly  
| Other                        | 510%    | • Organize and run PR events throughout the year  
|                              |         | • Organize a PR Campaign to recruit new members to the orientation process  
|                              |         | • Organizing the team Holiday party and recognition night  

EFRT Public Relations Coordinator Job Description

- Provide transition for the incoming Public Relations Coordinator
- Promote team morale through the “Birthday Board” and other team events
- Organize “Responder of the Month”
- Participate in transition for the incoming Coordinator
- Assist other Executive members as necessary
- Maintain professionalism while engaged in EFRT activities
- Review emergency call reports for quality assurance purposes
- Assist other Executive Members in the their duties as needed
- Review Emergency Call Reports for quality assurance purposes

Knowledge, Skills and Abilities
- EFRT resource knowledge
- Ability to work effectively as an individual and within a team
- Leadership and supervisory skills
- Written and verbal communication skills
- Public relations skills
- Commitment and dedication

Effort & Responsibility
- Judgment required to make decisions about EFRT’s public relations strategies
- Judgment required to make decisions when representing the team to the community

Working Conditions
- Some duties can be performed while in the office, on call additional work must be completed at home
- Support from other EFRT Executive and team members
- Time demands may exceed stated hours of work

Training and Experience
- Previous experience with EFRT is required
- Emergency Medical Responder with CPR level HCP
- Previous leadership experience

Equipment
- Basic computer software use
- Knowledge of EFRT equipment including radio and first aid equipment