

Vancouver Bicycle Club
Roles and Responsibilities
Public Relations Coordinator
January 2019

Public Relations Coordinator is responsible for promoting the VBC both externally and internally. External PR involves publicizing club activities and building a good reputation for VBC and its members. Internal PR includes helping members feel proud of their club and encouraging involvement in activities.

1. Promote the VBC with the goal of attracting new members
2. Improve the retention of existing members
3. Maintain contact with local bike shops
4. Coordinate the placement of club news and events (RACC) in local newspapers and local television
5. Post club news on Facebook and other sites as appropriate
6. Provide the public relations function for the RACC

Represent the VBC whenever appropriate or requested by the board