

# **PSSA YPG Steering Committee (SC)**

## **Description of functions: Public Relations Officer (PRO)**

### **POSITION PURPOSE**

The Public Relations Officer (PRO) is responsible for the communications with YPG members and PSSA sectors and branches. The PRO promotes the activities of the sectors and branches to YPG members and provides support for their active participation in all PSSA activities. The PRO also promotes as much as possible YPG members' contributions. The major role of the PRO is to promote YPG interests. The PRO is also responsible for writing articles about the achievements of young pharmacists in the sectors and helps to promote YPG activities (grants and awards) with the Project Coordinator (PC).

It is highly preferable that the PRO has at least previous experience in collaborations within the PSSA structure, as well as knowledge about YPG and PSSA main activities, programs and its representatives. It is also desirable that the PRO has previous good communication with the previous YPG Steering Committee(s). The PRO must support any other activity requested from the Chair or PC.

### **MAJOR RESPONSABILITIES**

#### **1. YPG Newsletter**

Throughout the term, the PRO must prepare at least four editions (one every three months) of the YPG Newsletter to be distributed through the PSSA electronic newsletter system and the main list of YPG members. The PRO's duties are:

- To contact potential contributors to the newsletter and request for written articles relevant to the theme or focus of the edition. It is desirable to include material from other PSSA sectors and branches;
- Ask the SC for contributions;
- Collect material to be displayed and ensure proper editing and formatting of the contents;
- Send the finished Newsletter to YPG members through the PSSA head office.

#### **2. Communication with YPG members**

The YPG keeps communication with members and friends through the PSSA YPG email address and YPG Facebook page. Responsibilities include:

- Prepare messages to be sent to all members and friends about the YPG activities and programs. Such messages include those prepared by the YPG Chair, PC and other PSSA sections or representatives (previous request);
- If relevant, send at least monthly a topic related to pharmacy practice in order to keep discussion flowing amongst members on the Facebook page. Such topics are previously chosen under the PRO's consideration and he/she has to moderate responses of the participants.

Note: All messages have to be reviewed as part of a moderation process before they are sent.

### **3. YPG website updates**

The PRO is in charge of the text and pictures for the YPG website. Although PSSA head office handles the technical part, the PRO is expected to produce word documents with news updates. Once the SC is elected the PRO needs to update the website with all the information.

### **4. YPG page in SAPJ**

The PRO is in charge to provide an YPG insert for the YPG page in the SAPJ every 2 months. The deadlines will be communicated by the PSSA head office and should be adhere to.

### **5. Other**

- During PSSA conferences, PRO is expected to attend PSSA Sector meetings or any other business required in site in coordination with the YPG SC;
- Membership is currently handled centrally by PSSA, nevertheless the PRO is responsible for providing information related to membership when requested, but this task will be also be split between all of the SC members;
- As communication with the regional YPGs is fundamental, it is a duty to maintain contact with them and providing information on how to set up regional YPG's;
- In general the portfolio requires great writing skills. The PRO will have to follow within very tense and strict deadlines, as some articles may need to be written in matter of days.

**Note:** *The position is held for ±12 months (depending on dates of PSSA AGM). This is a volunteer position and no remuneration is provided. Limited travel support is dependent on the availability of funds as stipulated by the annual YPG budget.*