



THE PEEL LITERATURE & ARTS REVIEW

2016-17 Public Relations Application

Due Friday, March 11 at midnight.

Director of Public Relations Responsibilities

- Responsible for managing all public relations, including events, promotions, social media (Facebook, Twitter, Instagram etc.) and email inquiries
- Plan and execute events as needed, i.e. general interest meetings, readings, exhibits, socials, release parties and fundraisers. This includes reserving locations, promoting the event and obtaining materials for the event, i.e. refreshments, flyers/handouts, sign-up sheets, art supplies and project boards
- Lead advertising/marketing of the magazine (flyers, sandwich boards, display cases, contact tables, club fair, etc.) in collaboration with the Print Designer/encouraging submissions
- Manage a committee and delegate publicity responsibilities to the members accordingly
- Attend weekly Editorial Board meetings
- Serve a minimum of three office hours weekly
- Execute creative and ambitious promotional tactics to engage Appalachian's creative community

Director of Public Relations Requirements

Must be a student at ASU with a minimum 2.0 GPA

Must have extensive experience in Public Relations and Social Media

Must be a responsible self-starter who requires little oversight or instruction

Upon completion of this application, please send this form as a .pdf file to thepeel@appstate.edu by March 11th at midnight. Please include your resume and contact information for two references. For any questions or concerns, email the 2016-2017 Editor-in-Chief, Kip McMillan at mcmillansc@appstate.edu.