

## **MICA Job Description**

<b>Title:</b>	Affiliate Publicity Director
<b>Revision Date:</b>	January 15, 2005
<b>Preferred Minimum Requirement:</b>	Knowledge of Destination ImagiNation program. Attend scheduled MICA Governing Board meetings.
<b>Term:</b>	Elected to 3 year term.

### **Description**

The Publicity Director will be responsible for marketing the program to corporations throughout the state of Michigan and assisting the Board in locating and procuring third source funding from all viable sources.

### **Primary Duties**

- Member of MICA Governing Board of Directors.
- Obtain marketing information from the Destination ImagiNation, Inc. program.
- Establish and maintain a VIP program
- Assist Regional Directors with press releases for their local news contacts.
- Arrange coverage of Affiliate tournament from as many sources as possible.
- Serve on MICA Governing Board Committees.
- Chair the Public Relations Committee

### **Key Skills & Knowledge Required**

- Computer Skills.
- Must be able to work effectively with adults & children.
- Must be able to work effectively with the MICA Board.
- Strong verbal and written communication skills.