

## Public Relations and Media Captain

### Preferred Qualifications:

- At least 1 year of FRC experience
- Strong communication and public speaking skills
- Familiarity with social media platforms such as Instagram, Facebook, and TikTok
- Experience conducting interviews that have a conversational tone
- Understanding of the video production process and ability to manage creative projects
- Strong creative ideas and a vision for how to create effective, engaging content
- A thorough understanding of the organization's brand and identity

### Expectations – (inability to meet these expectations may be grounds for demotion from the position)

- Should attend all team competitions unless an exception is discussed with mentors before the start of the season with obvious exceptions for extreme circumstances.
- Should attend over 80% of team meetings and clearly communicate expected absences to the entire team at least a week in advance as well as ensure that their absence is prepared for and that their authority is delegated to a capable proxy.
- Will quickly resolve personal conflicts or disagreements with other team members or mentors by addressing the conflict in a healthy conversation, or requesting a third-party mentor moderate a conflict resolution session.
- Will be expected to speak in front of the team regularly and participate in sponsor presentations and outreach demonstrations when needed.
- Will coordinate and cooperate with other sub team captains to ensure a successful robot build
- Will meet any verbal commitments given to mentors in the form of accomplishing agreed upon goals or demonstrating reasonable progress and effort towards those goals.

### Responsibilities- (This is a comprehensive list, but this position is still a learning experience. Mentors will be available to ensure you are able to meet these responsibilities.)

- Leading the creative process and production of major video projects
- Training new students on technical concepts relating to visual media
- Managing updates to the open alliance build log content
- Coordinating competition weekend coverage and content creation
- Coordinating post competition press releases and sponsor updates
- Managing the production of high quality branded promotional content – fliers, business cards, posters, etc.
- Managing the production of content for social media accounts
- Creating a cohesive PR strategy that aligns with business goals and maintains a strong brand identity
- Monitoring all content to follow brand guidelines
- Developing pit decorations and team promotional materials – buttons, fliers, handouts
- Developing branded judge handouts in cooperation with all technical student leadership
- Owning the presentation of the team at outreach events – booth setup, volunteer preparation, interactive activities