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