



Publicity Chair Job Description

The Sensors Council Publicity Chair's primary function is to promote the Sensors Council's activities. Some duties may be handled by Sensor Council administrator, with Publicity Chair oversight. Specific duties shall include the following:

- Oversee the distribution of the notices of Council activities to the Council e-mail list as appropriate and in accordance with the Council policy - which says, in particular, that "...it is the IEEE Sensors Council's policy that the e-mail list shall be used exclusively for publicizing the IEEE Sensors Council's activities. It shall not be shared with, or used for the benefit of, any non-Sensors-Council activities. This policy can be changed by the Council AdCom vote only." To ensure maximum readership, and to minimize the reasons for opting out of the e-mail list, the notices shall be short and shall refer the reader to the website for further details.
- Ensure that appropriate posters and flyers are distributed, and posted on the Council's website.
- Oversee the Council's website; ascertain that the information on the website is complete and up-to-date. Note: Presidents, VPs and chairs are responsible to update their areas of the website to keep them current.
- Ensure a Sensors Council booth is at the annual Flagship conference, IEEE SENSORS 20XX.
- Ensure that appropriate promotional materials are provided to requesting AdCom members.
- Manage council exhibit booths at other IEEE, as well as non-IEEE, sensor-related conferences.
- Notify the Council's local chapter officers of IEEE SENSORS conferences.
- Ensure that a report of the Council activities is sent to the Council AdCom members at least once annually.
- Manage the creation of new logos and/or taglines when appropriate.
- Selection of Sensor Council promo items for core Sensors Council conferences for the publicity of the Council. These may be included in the conference attendee bag, and/or the Sensors Council booth.
- Ensure that a photographer records events of interest at Council meetings.
- Ensure that photo backdrops are available at the SENSORS conference for awards, conference attendees "selfies" and at the Sensors Council booth. The intent is to provide publicity of the event as seen through the videos and photos taken during the conference(s). These backdrops may be integrated with other logos such as Young Professionals logo, INERTIAL, SENSORS or other conference logos.

- Work with the social media committee as they support Sensors Council social network publicity.
- Support Sensor Council committee's publicity needs as this may include backdrops, flyers, promo items, and social networking events.