



Region Public Awareness Chair Position Description

2026-2028

A. Eligibility Requirements and Qualification

Eligibility Requirements:

- Be a member in good standing in their club.
- Cannot hold the following offices during her two years as public awareness chair: region governor, federation board member, fundraising council member, or SI appointment.
- Read and write English or be willing to arrange translation/interpretation services for webinars at own or region expense.
- Have an active email account subscribed to SIA's email lists that is checked regularly; communicate this email address to our headquarters.
- Be able to participate in web-based and/or audio informational and training sessions federation leadership and our headquarters.

Qualifications:

- Be an advocate for our SIA mission.
- Understand our strategic direction and be able to influence the region and clubs in the region to advance it.
- Have the ability to be an articulate spokesperson and change champion for our mission and the social change we wish to make.
- Be able to write clearly and effectively.
- Familiar with SIA brand.
- Knowledgeable of SIA Dream Programs. Experience in public relations, marketing, communications and or/social media, particularly with regard to relevant country-specific practices.

B. Area of Responsibility

Region public awareness chairs are responsible for the following objectives and strategies aligned with the Recognition pillar of SIA's and the region's strategic plan:

- Increase awareness of our global Soroptimist brand by encouraging clubs to participate in and promote Dream Programs.
- Enhance clubs' ability to raise awareness of Soroptimist by promoting public awareness tools, encouraging brand consistency and supporting region and club actions to support our brand's visibility.

C. Objectives

To increase awareness of Soroptimist efforts that improve the lives of women and girls.

- Increase awareness of our global Soroptimist brand
- Enhance clubs' ability to raise awareness of Soroptimist
- Encourage brand consistency

D. Specific Duties

- Attend region conferences, region chair orientation, and regular webinars led by SIA staff to continue learning and sharing public awareness experiences with other chairs.
- Conduct PR-related workshops or presentations at region meetings.
- Review and provide feedback on public awareness tools and materials as requested by headquarters, and offer suggestions for new resources for region chair website.
- Prepare the public awareness entry for the Shaping the Future Awards. Select region winner for the Soroptimists Celebrating Success public awareness category.
- Be brand warriors. Read and understand SIA's Branding & Style Guide, and become familiar with all recognition and branding tools.
- Encourage clubs to implement SIA's branding and recognition strategies, and share success stories with headquarters via the online story submission form.
- Counsel and assist clubs with their public relations efforts by promoting the use of federation-produced publicity resources.
- Encourage clubs to contact headquarters staff for help with their public relations needs.
- Encourage clubs to share media attention and photos of participation in Dream Programs with headquarters via the online story submission form.
- Publicize region Live Your Dream Awards recipients and Dream It, Be It participant stories (ensuring media consent forms are completed prior to publicizing).
- Stay up to date on SIA's global communications. Follow SIA headquarters via email (and social media, if applicable) to stay informed of the expectations, opportunities, procedures, and resources being communicated to members and clubs as it relates to PR.

E. Reports to

SIA chief of impact & engagement and the region governor, according to region bylaws and procedures. Staff liaison is the associate director of global marketing & development.

F. Communication

To effectively achieve the goals and outcomes of the position, public awareness chairs must communicate with a number of different groups in the region and federation:

- SIA's associate director of global marketing & development (through in-person training, emails throughout the year and webinars).
- Region governor and other region leadership as outlined by the region governor (varies by region).
- The other six federation region chair positions (program, membership, fundraising, Live Your Dream Awards, Dream It Be It, and Soroptimist Celebrating Success Awards) as outlined by the region governor (varies by region).
- Twenty-eight other region public awareness chairs (through in-person training, emails throughout the year and quarterly conference calls).
- Club presidents and members (through in-person meetings, emails and phone calls throughout the year).

G. Term of Assignment

Two years, with one additional biennium renewal with the approval of the governor-elect and SIA's staff public awareness liaison. Public awareness chairs who are not performing their duties can be asked to step down with concurrence of SIA's staff public awareness liaison and region governor. A vacancy will be filled upon recommendation of the governor.

H. Finances

Per region procedures, the region may cover expenses incurred in carrying out the duties of the position. If an assignment is specifically made by SIA, expense reimbursement is arranged in advance.

I. Application Process

Applications shall be completed and returned to the region governor-elect who will screen applicants against the eligibility requirements and qualifications. The region governor-elect may submit a single name for appointment to the post or if desired, will rank the applications in order of preference and forward them to SIA headquarters for final selection.