



BCTTNS PUBLIC RELATIONS COORDINATOR JOB DESCRIPTION

Public Relations Coordinator

The primary focus of the Public Relations (PR) Coordinator is to increase awareness of Therapeutic Touch and the Network to the public, health professionals, health institutions, and health education facilities.

The PR Coordinator:

- in consultation with the Board designs, prints, and distributes Network brochures and SOCIETY public documents.
- prepares and distributes, as required, all publicity re: Network special activities such as the annual SOCIETY Networking Day.
- places SOCIETY information ads, as required, in appropriate magazines (i.e. Common Ground, Shared Vision), Alternative Health Service Directories, Canadian Holistic Nurses Association, and Nurse Healers Professional Associates Newsletters and other identified publications.
- on a yearly basis, or as appropriate, in collaboration with the Board updates and arranges distribution of information packages to physicians, chiropractors, osteopaths, naturopaths, nurses in private practice, and other identified health professionals, B.C. health institutions, and health professional education programs (i.e. Nursing, Chiropractic Medicine, Massage Therapy. Physiotherapy. Etc.)
- develops and prepares promotional AV materials (i.e. overhead transparencies, slides, videos, and audio tapes) for presentations.
- develops and maintains liaison activities with organizations of other energy-based healing modalities.
- Maintains a publicity binder