

**Idaho Physical Therapy Association
Position Description
Public Relations Committee Chair**

1.0 INTRODUCTION

The purpose of this job description is to establish and define the functional role, requirements, reporting relationships, authority, tasks and responsibilities, and measurements of performance of the Public Relations Committee Chair of IPTA.

2.0 FUNCTIONAL ROLE

- 2.1 The Public Relations Chair leads the committee to develop strategies to inform and educate the general public and target audiences about the physical therapist as the practitioner of choice.
- 2.2 The Public Relations Chair leads the committee to identify specific issues (legislative, reimbursement, or practice issues), to identify spokespersons who can speak on selected issues, and to identify and participate in special events (e.g. National Physical Therapy Month).

3.0 REQUIREMENTS

- 3.1 **Membership:** IPTA member in good standing for at least 2 years, with a knowledge of members of the IPTA and their activities that may be of interest to the public, and a willingness to serve to increase public awareness of physical therapy.
- 3.2 **Experience:** Previous member of an IPTA committee preferred.
- 3.3 **Physical and Mental Requirements:**
 - 3.3.1 **Physical:** Willingness to speak to groups, provide service to groups, prepare listing of media contact members who will speak to the media on specific areas of physical therapy; identify trade shows, health and community events at which IPTA could exhibit; and present one or two mini workshops at IPTA chapter meetings on how to identify and use public relations opportunities.
 - 3.3.2 **Mental:** Requires good writing and speaking skills and networking skills.

4.0 REPORTING RELATIONSHIPS

- 4.1 The Public Relations Committee Chair is appointed by the President of the IPTA.

- 4.2 The Public Relations Chair reports to the IPTA President, the IPTA Executive Committee, and the IPTA Board of Directors.
- 4.3 The Public Relations Chair directly interacts with IPTA members as well as many media and community individuals.

5.0 AUTHORITY

- 5.1 The Public Relations Chair has the authority to contact APTA Public Relations and Marketing Services Department to obtain support and guidance in developing plans to promote PT/PTAs as practitioners of choice.
- 5.2 The Public Relations Chair has the authority to present workshops to IPTA members at Chapter meetings on how to utilize various media tools to educate the public about physical therapy.
- 5.3 The Public Relations Chair has the authority to attend the annual signing by the Governor to proclaim October PT month in Idaho.
- 5.4 The Public Relations Chair and Committee has the authority to speak to and provide service to groups, civic organizations, school career days, hospital orientations, school posture screenings, pre-season athletic screenings, wheelchair wash and maintenance days, pre-season warm up tips, back care tips, etc.
- 5.5 **Expected Reimbursement:**
 - 5.5.1 Postage for IPTA related correspondence.
 - 5.5.2 Long distance telephone expenses for IPTA related business.
 - 5.5.3 Travel related expenses for IPTA related business and BOD Meetings at the rate set by the Board.

6.0 TASKS AND RESPONSIBILITIES

- 6.1 Encourage members to look for, and make use of, opportunities to let others know of PT as a profession.
- 6.2 Speak to groups, civic organizations, school career days, hospital orientations, etc.
- 6.3 Provide service to groups, school posture screenings, pre-season athletic screening, wheelchair wash and maintenance day, pre-season warm up tips, back care tips, etc.
- 6.4 Prepare a listing of news media identified by chapter members' locale.

- 6.5 Prepare a listing of sample communications, news spots, news releases, speech outlines, TV interviews, public service information.
- 6.6 Present mini workshops at IPTA chapter meetings on how to identify and use public relations opportunities.
- 6.7 Attend the annual signing by the Governor to proclaim October PT month in Idaho.

7.0 MEASUREMENTS OF PERFORMANCE

- 7.1 Provided public speaking and/or service to various entities to promote physical therapy in Idaho.
- 7.2 Prepared and submitted to IPTA Board of Directors and chapter members a variety of opportunities to be involved in public relations events, service, and information to promote physical therapy in Idaho.
- 7.3 Present one or two mini workshops at IPTA Chapter Meetings to inform members of methods of public relations and marketing strategies.
- 7.4 Attend the annual signing by the Governor to proclaim October PT month in Idaho.

8.0 ACKNOWLEDGEMENTS

I have reviewed and understand the above position description. I also agree that the Board of Directors has the right to change this job description by providing notice to me of the changes.

Public Relations Committee Chair

Date

President of the IPTA

Date