



Responsibilities of the Community Relations/Communications Department

Community Relations -
Policy No. 13030

Revision Date: November 18, 2013

Policy Statement

In order to promote and strengthen the image of the Richland County Recreation Commission, the Community Relations Department is responsible for strategic marketing and communications planning and for oversight of all functions related to public relations and communications. These guidelines apply to all RCRC staff and are designed to provide communication parameters for dealing with all of our different 'publics.'

The Richland County Recreation Commission employs a Community Relations Division Head and Community Relations/Communications Director who are responsible for the total marketing and communications program of the Commission.

The Community Relations/Communications Director is responsible for management and oversight of all marketing activities, including development of promotional collateral and publications, publicity and agency advertising. The Community Relations Division Head is responsible for crisis communications, and media relations.

The Community Relations Division Head serves as one of four authorized agency spokespersons, including the Board Chairman, the Executive Director and the Asst. Executive Director. All inquiries from the media must initially be referred to the Community Relations Division Head.


The Richland County Recreation Commission employs a Graphic Designer/Webmaster who is responsible for the design of promotional flyers, posters and the design of printed materials. This position is also responsible for the design, maintenance and updating of the agency's website and program database.

ADOPTED BY RICHLAND COUNTY RECREATION COMMISSION BOARD

BOARD MEETING DATE: November 18, 2013

(Date Approved)

APPROVED:


J. Marie Green, Chair

For more information about this policy, contact the Executive Department.