



**CHICAGO
STREET
MEDICINE**

Board of Directors Application

Director of Public Relations

Position Description:

This is the point person for Chicago Street Medicine's public and media relations. "It's all about formulating strategies, crafting messages, and building relationships."

Position Term: January 1, 2021 to December 31, 2021

Responsibilities include, but are not limited to:

- Manage social media accounts (Twitter, Facebook, LinkedIn), including developing posts and workshopping/editing material prior to posting developed by other CSM leaders and volunteers.
- Manage the CSM website, including updating personnel and research pages
- Develop and maintain CSM one-pagers, recruitment posters, and newsletters
- Evaluate media requests and, if appropriate, manage the media relations between reporters and chapter/organization leaders.
- Develop and manage one pagers and CSM graphics.
- Member of Fundraising Standing Committee.

Parties with whom this position works closely:

- Director of Education
- Director of Fundraising
- Director of Volunteers

Requirements:

- Familiarity with networking sites and social media
- Experience working with underserved and marginalized persons and communities
- Chicago residence or significant connection with the city
- An understanding that as a new nonprofit, this is a working Board of Directors that requires active participation and project development
- Ability to attend executive board meetings (as frequently as once per month for two hours)
- Commitment for 1 year

I have read and understood the position description, select responsibilities, and requirements of the Director of Public Relations position as described in this application:

Signature: _____

Date: _____

Name (print): _____

Application: Director of Public Relations

Applicant Contact Information

Full Name: _____

Phone Number: _____

Email Address: _____

Application Questions

Please answer the following questions in no more than 750 words each.

1. Briefly describe the utility of social media (i.e. Facebook, Twitter, Instagram) and more traditional media (i.e. print) in the growth and development of a nonprofit. How are these two forms of media different and how can they each be used to their strengths?
2. What is the relationship between homelessness, health, and healing?
3. What is the root cause of homelessness?
4. Chicago Street Medicine is a young organization and as such, we are continually looking for new opportunities to broaden our perspective by bringing in leaders with diverse experiences, backgrounds, and approaches to public health. What do you feel you would bring to our organization to help us grow?
5. Respond to the following scenario: A local news station reaches out to Chicago Street Medicine looking to do a news story on our organization. They would like to bring a camera crew and a journalist on a street run. Describe the pros and cons of this request and what would your recommendation to the Board of Directors be?

References

Please list two references with contact information. At least one reference must be a professional relationship.

Name: _____

Name: _____

Relationship: _____

Relationship: _____

Phone Number: _____

Phone Number: _____

Email Address: _____

Email Address: _____

Submission Instructions

Submission Deadline: August 31, 2020 by 11:59pm

Please compile the following documents into a single PDF:

- Signed understanding of position description and requirements (Page 1)
- Application Questions
- References
- CV

Submit this PDF file to: ChicagoStreetMedicine@gmail.com with the subject line "(First Initial Last Name) Application for Director of Policy and Advocacy"

If you have any questions, please contact us through our email or explore our website.

Email: ChicagoStreetMedicine@gmail.com

Website: www.ChicagoStreetMedicine.org