

Public Relations Manager

Terms of Reference



1 Name and function

The role of Public Relations Manager is to:

- (a) prepare and issue press releases;
- (b) respond to public enquiries of a general nature;
- (c) operate the Company's social media accounts;
- (d) guide the Company's website design and development; and
- (e) manage the Company's brand, identity and marketing.

2 Appointment and Tenure

The Public Relations Manager shall be appointed by the Directors, and occupy the role indefinitely.

3 Powers and responsibilities

The Public Relations Manager:

- (a) may consult externally to gather information relating to their role;
- (b) does not have authority to commit the Company to any expenditure, contract, partnership, sponsorship or other obligation;
- (c) shall provide reports, recommendations and proposals to the Directors on their own initiative or at the request of the Directors; and
- (d) is not required to consult with the Directors in relation to their functions, unless:
- (e) they propose to make significant changes to the Company's website; or
- (f) they propose to make significant changes to the Company's brand, identity or marketing.