

OLCA Publicity Chair

Term of Office: Minimum one (1) year term, with option of subsequent terms, as appointed by the President.

Responsibilities:

- Disseminating information related to OLCA and OLCA's annual breastfeeding conference, Breastfest, to membership as directed by the President and Conference Committee.
- Encourage OLCA members to publicize breastfeeding related events or news.
- Work to increase the visibility of OLCA statewide. Promote breastfeeding by increasing awareness of breastfeeding issues around the state.
- Utilize MailChimp (or current member communication) to share OLCA newsletter and post link on social media when notified by the Website Editor (or President) of its availability.
- Administrator for "Ohio Lactation Consultant Association" and "Breastfest" Facebook pages. Makes posts to publicize meetings, newsletters, breastfeeding advocacy, open OLCA positions, OLCA's annual breastfeeding conference (and all publicity related to the conference), posts that reference information on the OLCA website, and any other information as requested by the President.

Meeting Attendance:

1. Membership meetings (approx 4 times per year)
2. Board meetings (Approx 2 times per year)
3. Breastfest conference calls (approx 1 time per month, increasing in frequency as the conference gets closer)

Qualifications:

1. OLCA Member for 1 year
2. Live in Ohio
3. Experience with social media administration
4. Experience working with breastfeeding moms

As OLCA and Breastfest Publicity Chair, this position provides for some "perks" as a thank you for all the volunteer work done throughout the year. These include:

1. Free OLCA Membership
2. Mileage one way for attendance of Board meetings
3. ½ hotel room cost covered for OLCA Board Meetings and OLCA's annual breastfeeding conference, Breastfest
4. Full conference fees covered for Breastfest due to Publicity for association and the conference