

## SOUTH PLAINS YOUNG MARINES

# Public Relations Officer

Be the voice of our unit — share our story with the community!

## What Does a Public Relations Officer Do?

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The Public Relations Officer is the storyteller of the South Plains Young Marines. You'll help share what our unit is doing with the community — through social media, press releases, photos, and outreach. If you love connecting with people, creating content, or just want to help spread the word about something you believe in, this role is a great fit. You'll work alongside unit leadership and other volunteers every step of the way.

## What You'll Be Involved In

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### Media & Community Relations

- Help promote unit events and achievements to local press and community organizations. Build relationships that grow our visibility and support.

### Social Media Management

- Keep our social media platforms active and engaging — posting updates, photos, and event highlights that reflect who we are.

### Promotional Materials

- Help create flyers, newsletters, and other materials that inform the community and attract new recruits and volunteers.

### Public Speaking & Outreach

- Represent the unit at community events, school presentations, and public gatherings. Share our mission and impact with enthusiasm.

### Event Promotion & Coverage

- Help document and promote our events through photos, recaps, and media coordination so our hard work gets the recognition it deserves.

### Branding & Consistency

- Help make sure everything we put out publicly reflects the Young Marines' values and presents a unified, professional image.

## Find Your Fit — Choose Your Commitment Level

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HIGH	MEDIUM	LOW
Lead the unit's PR strategy for the year. Serve as primary media liaison and drive all promotional content and outreach.	Take on specific tasks like writing press releases, managing social media posts, or helping promote events.	Help with specific tasks like distributing flyers, taking event photos, or supporting social media. Works under guidance of higher-level officers.

## What We're Looking For

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You don't need a PR degree — just a passion for our mission and a willingness to share it! These are helpful but not required:

- Strong written and verbal communication skills
- Comfortable with social media platforms (Facebook, Instagram, etc.)
- Outgoing and at ease engaging with diverse groups of people
- Organized and able to manage multiple tasks or deadlines
- Experience in marketing, communications, journalism, or social media is a plus — but not required
- Genuine interest in youth development and being a positive influence in the community

Have a knack for storytelling or social media? We'd love to have you. Reach out and let's find the right fit for your skills and schedule. **Semper Fi!**