

Omega Leo Medical Explorer Job Description

Public Relations Officer

Public Relations can take the form of both internal and external public relations. The Public Relations Officer is responsible for ensuring that all medical explorers are aware of the upcoming meeting agenda and the importance of the meeting, whether it is a speaker, training, or a simulation exercise. Externally, the Public Relations Officer will assist with publicizing major events or notable achievements of our post or members and helping showcase outstanding individuals for their volunteer service.

The Public Relations Officer will work closely with senior leadership to insure that all significant activities undertaken by Medical Explorers are duly recorded and publicized. You should seek input from senior leadership as to upcoming events that may be significant. Elicit help from others to collect photographs and descriptive text for events that may warrant further publication. Be sure to record names of medical explorers in any photographs, and their order within the photo (i.e., left to right). Each Crew Chief's report of the event should have all the information you will need. Work with the Vice-President of Operations, Chief Volunteer Coordinator to ensure that these reports are prepared and submitted to you in a timely manner.

Examine each of our major activities to develop a story that may be of interest to media. Help write that story with input and editing assistance from senior advisors. Our senior advisors can introduce you to the local outlet resources for these stories.

Prepare a monthly summary report of any stories and details concerning the output resource used – names of editors or writers, etc.

The Public Relations Officer should develop communication and contacts with media (inside and outside of the university) that may be good outlets for information of interest to their readers. The post senior advisors can help point you to these resources and help with contact information. Carefully record and log these external public relations and media contacts (names, address, phones, etc.) to be passed to your successor in your monthly reports.

Help senior advisors identify outstanding medical explorers to be showcased on our web site or through appropriate media resources. Work with senior advisors to identify candidates for volunteer service awards and help gather supporting documentation.

Work closely with our Historian to ensure that all events are recorded for historical purposes, and pictures, names and details of the event are a part of that history.

The Public Relations Officer is our primary social media posting person, but others may also provide social media content. If medical explorers are involved in a volunteer activity, there should be a social media entry. Our Public Relations Officer is responsible for monitoring our social media for appropriate postings and is to notify a senior advisor of any problem identified.

The Public Relations Officer is responsible for scheduling with faculty and talking to classes at the beginning of each semester about our Medical Explorers and benefits for any pre-health major or other students maybe intending to work in healthcare or biomedical technology. Seek help from other officers to cover all desired classes. Include these class presentations in your monthly Public Relations Reports.

It is your responsibility to review and update this job description before new officers and liaisons are brought onboard early in the spring semester. You are to also review and update any Standard Operating Procedures related to your position or activities.

Originally prepared: April 2, 2020

Last modified: January 15, 2026 by Dr. Charles Johnson