

### **Job Description – Publicity Chair**

It is the publicity chair's duty to promote the Sensors Council's activities. Specific duties shall include the following:

- Maintain the e-mailing list. Insure that the list is up-to-date, and that it is continually expanded. E-mail addresses of people interested in sensors shall be obtained from relevant conference attendance lists, author e-mail addresses (from IEEE Xplore and other sources), etc.
- Insure that notices of Council activities are sent to the e-mailing list, as appropriate, and in accordance with [Council policy](#), i.e., that "...it is the IEEE Sensors Council's policy that the e-mailing list shall be used exclusively for publicizing the IEEE Sensors Council's activities. It shall not be shared with, or used for the benefit of, any non-Sensors-Council activities. This policy can be changed by AdCom vote only." To insure maximum readership (and to minimize the reasons for opting out of the e-mailing list), notices shall be short and shall refer the reader to the website for further details.
- Insure that posters and flyers are printed, distributed, and posted on the Council's website.
- Oversee the Council's website; insure that the information on the website is complete and up-to-date
- Insure that IEEE exhibit booths are present at IEEE, as well as non-IEEE, sensor related conferences (such as Transducers and Eurosensors).
- Insure that the IEEE Sensors Journal's filler pages are used to promote Sensors Council activities.
- Notify local sections of IEEE SENSORS conferences.
- Insure that a report is sent to AdCom members at least annually.