

## **JOB OUTLINE FOR MARKETING AND PUBLICITY SECRETARY**

### **Purpose**

The role is responsible for the promotion of interest in Beccles U3A and raising the profile in the local community, with a view to attracting interest in the activities of the U3A in order to attract potential members and attendees at Beccles U3A events.

He / she will be a member of the Executive Committee.

### **Responsibilities**

1. Create posters (using template) to advertise date of forthcoming monthly meeting with details of speaker and subject, and other posters as and when required to support events.
2. Publish posters (print and email) and distribute as appropriate in a timely manner to agreed circulation list e.g. town notice boards, library, public hall and selected shops.
3. Review and update circulation lists for email and hard copy distribution of advertising posters and meeting reports in consultation with the Executive Committee.
4. Advise the Executive Committee on appropriate publicity opportunities, publications / events / venues. Maintain awareness of how publicity is approached in other U3As.
5. Write a report about the speaker and subject after each monthly meeting and email the report to Beccles U3A Webmaster and as appropriate to relevant parts of the circulation list, to include local press and parish magazines
6. To create a quarterly Newsletter for the benefit of members who do not have access to the internet/ email address.
7. Support other advertising / promotional needs/ press releases for events throughout the year. Prepare and supply adverts for the Public Hall brochure.

March 2015