

Marketing officer Role

- Manages/oversees/reports on the available ways our u3a promotes itself.
- Publicises u3a events and activities to the local press; makes arrangements for publicity material to be disseminated around the local area.
- Working with, and supporting Web Manager and the Newsletter Editor, to facilitate awareness within the membership of our u3a activities.
- To help promote our u3a in the local area as a sociable learning organisation for people no longer in full time employment
- Using posters, publicity material wherever we can to promote our u3a. Seek new means of displaying our publicity, e.g. Libraries, churches, other volunteer organisations etc.
- Be the point of contact for the local press etc. radio, free newspapers, local councils
- Ensure we are involved in any local activities that could possibly be an opportunity for “self-promotion”
- Liaise with the Web Manager about possible items for our website.
- Liaise with the Group coordinator and Group Leaders and others concerning articles for the local press etc.
- Consider items for the u3a network, including the Third Age Magazine (TAM)