

## **JOB ROLE**

## **PRESS SECRETARY**

### **THE PURPOSE OF THE POSITION**

To publicise DU3A locally and regionally as appropriate.

### **RELATIONSHIP WITH THE COMMITTEE (and other non-committee roles)**

All members with regard to current advertising activity and any likely impact on them. Communications Coordinator and Communications Team for proof reading of articles and to support communications strategy, to exchange information and ensure consistent messages.

Treasurer to agree budget.

Speaker Organiser for information on monthly speakers

Newsletter Editor

Groups Co-Ordinator, Mentors and Group leaders for interesting stories and photographs to illustrate what the U3A can offer.

### **OUTSIDE AGENCIES**

Local press. Village and church magazine editors

Libraries

Public display board managers e.g. supermarkets, town council, shops

National and Essex U3A

District and Parish Councils

### **DUTIES AND RESPONSIBILITIES**

- 1 Gather information from the committee and membership for inclusion in advertising material. This could be for reports on both future and past events.
- 2 Prepare and send a monthly media release following the monthly meetings which may include a synopsis of the speaker(s) or other interesting stories and items for the next meeting including the speaker, time, venue.
- 3 Place posters on local display boards to advertise the next meeting.
- 4 Build up a list of local and regional media.
- 5 GDPR - ensure consent is obtained to take and display personal photographs. For large groups, ask people to step out of the shot if they are not willing to have their photograph taken.
- 6 Prepare ad hoc media releases using U3A guidance on what makes a good news story and what should be included in a media release
- 7 Provide information as requested from website enquiries.
- 8 As keeper of the U3A laminator, laminate posters as required by committee members.
- 9 Work within the allocated media budget.

- 10 Send a monthly email to group leaders and committee members requesting interesting news and pictures for consideration in the monthly media release.

**KNOWLEDGE AND SKILLS** Good communication skills

Computer and IT skills as required for the role, including word processing.

Attention to detail

Proactive

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