

The role of the Publicity Manager

Overview of the Role

The member of the committee tasked with the role of Publicity Manager will need to liaise regularly with the Officers and members of the committee. In order to determine the publicity needs of the u3a, he/she will need to maintain an up-to-date overview of the state of the membership and the availability of group vacancies

Main Responsibilities

- Produce publicity materials that are lively and enthusiastic and accurately communicate the nature and aims of the u3a.
- Produce publicity materials adapted to appeal to a variety of target audiences
- Use a variety of outlets, including social media, local radio and newspapers, the website, posters and leaflets.
- Provide information to individuals or organisations that might be able to enable contact with potential members.
- Carry out any necessary planning prior to a publicity event.
- Liaise with volunteers involved in the dissemination of publicity.
- Monitor and evaluate the impact of publicity activity.
- Make use, where appropriate, of the information on the link:
<https://www.u3a.org.uk/advice/recruitment-toolkit>