

Publicity Officer

1. Aims and Objectives: to promote the activities of Lewes U3A to as wide a potential audience as possible in order to attract new members.
2. To maintain stocks of publicity material. This is normally a mix of national publicity material, and local publicity leaflets.
3. To keep such items as display boards and pull-up banner in good condition
4. To place and maintain publicity material around the town (typically, in the library, tourist information office, Town Hall, House of Friendship, Greyfriars, Caburn Court).
5. To organise and publicise the annual Open Day aimed at recruiting new members. This involves agreeing the date and location with the committee, arranging the planning the layout of tables, working with the Programme Organiser to ensure coordinators attend and have appropriate display material, working with the Membership Secretary to ensure people may enrol at the event, reminding the Treasurer to claim funds from TAT for the event, publicising the event in Viva Lewes and Sussex Express.
6. To liaise with the Web Editor and Programme Editor as necessary
7. Publicising the free Public Lectures that take place once a term. Outlets include Viva, Sussex Express, online what's on sites, the usual places in town & delivering posters to the people who distribute them in shops.
8. To propose to the committee any other publicity activities and any costs involved.