

## ROLE DESCRIPTION – COMMUNICATIONS COORDINATOR

Rev 07

<b>Role Overview:</b>	<p>The Communications Coordinator is a member of the Executive Committee of the London Region of U3As (LRU3A), which is a regional network of all U3As in the London Region. LRU3A is a registered charity and all Committee members are Trustees.</p> <p>The network acts as an intermediary between London U3As and the Third Age Trust, as well as providing mutual support and a voice for U3As in London.</p>
<b>Role Objective:</b>	<p>This is a combined communications and membership role including maintenance of up-to-date contact details to ensure that useful information is disseminated appropriately and quickly throughout the London Region of U3As.</p>
<b>Tenure:</b>	<p>Elected at the Annual General Meeting for up to 6 years</p>
<p><b>Main Tasks:</b></p> <ol style="list-style-type: none"> <li>Dissemination of information (normally received from other Committee members) to contacts as appropriate in terms of frequency, content, format, and recipients.                     <p>Information received from non-U3A sources for dissemination to U3A members should be vetted to ensure that it is appropriate and complies with the Third Age Trust's ethical guidelines, especially as regards external requests for U3A members to participate in medical research. These should be checked with LRU3A Chair or London Region Trustee before dissemination.</p> </li> <li>To maintain a database (currently held in Mailchimp) of up-to-date contact details for key committee members and post-holders of each U3A in the London Region. Create and maintain mailing lists for various categories for specific communication needs e.g. Chairs only; Chairs &amp; Delegates; LRU3A Committee; Peer Groups etc.                     <p>It is expected that each U3A in the London Region will notify the Communications Coordinator of any changes to their nominated LRU3A Delegate(s) and their key committee members. In practice, this often doesn't happen, and occasional proactive checking is required, which can easily be done using reminders via Mailchimp or email.</p> <p>At all times, personal data must be handled according to LRU3A's Data Protection and Privacy policies.</p> </li> <li>Manage LRU3A's video-conferencing account (currently Zoom Pro). Assist with guidance and training in the use of such video-conferencing and other online communications as appropriate.</li> <li>Proactively review the methods and effectiveness of LRU3A's communications on a regular basis; develop and recommend any new initiatives to keep LRU3A up to date.</li> <li>At Delegate Meetings and the AGM (four meetings per year) the Communications Coordinator prepares registration lists to record attendance and provides blank labels for attendees to write their own names/U3As for networking purposes.                     <p>This is often the time when U3As provide notification of changes within their U3A. It is therefore best if the Communications Coordinator can preside over Registrations in case there are any changes, and to welcome participants. Attendance is recorded in the Minutes.</p> </li> <li>Participation in LRU3A Executive Committee meetings and discussions, and contribution to the Committee's activities as appropriate.</li> </ol>	

7. The Communications Coordinator has a generic email address:

[communications.londonregionu3a@gmail.com](mailto:communications.londonregionu3a@gmail.com)

Emails can be sent directly to this address or via the Contacts Page of the website, and the emails will be forwarded to the Communications Coordinator's private email address.

**Other possible activities:**

There is scope for further development of the role e.g.

1. Presentation of Mailchimp statistics on how communications are opened, read, etc.
2. Maintenance of attendance statistics for Delegate meetings and the AGM to help the LRU3A Committee monitor participation trends.
3. Ensuring LRU3A's Data Protection Policy and Privacy Policy statement are reviewed annually by the Committee.
4. Preparation of LRU3A news bulletins.
5. Committee members often assist with events and sub-committee activities such as workshops, the Summer School, study days, and peer networking groups.

**Helpful qualities and abilities specific to post:**

1. Good communicator, team worker and networker
2. Attention to detail for recording contact details
3. IT skills – Word; email; Mailchimp/Beacon (training provided if necessary); Excel; videoconferencing