

ROLE DESCRIPTION – PUBLIC RELATIONS ADVISOR Rev 02

Role Title:	LONDON REGION PUBLIC RELATIONS ADVISOR
Role Overview:	<p>The Third Age Trust has been developing a plan, Raising the Profile, to support all aspects of the movement, including making u3a more visible in the community and attracting new younger members.</p> <p>To do this requires the development of a common communications and promotional strategy across the UK. This requires more communication resources than those currently available. Hence, amongst other initiatives, the Trust has planned the introduction of Regional PR Advisers to perform value added functions between local u3as and the Trust.</p> <p>The London Region Public Relations Advisor 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. 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. LRU3A is a registered charity, and all Committee members are Trustees.</p>
Role Objective:	To assist the London Region Trustee, the LRU3A Executive Committee, and individual U3As in the London Region to raise the profile of the u3a movement in accordance with the Trust's plans and in response to local needs.
Tenure:	Elected at the Annual General Meeting for up 6 years
Main Tasks: <ol style="list-style-type: none"> 1. Work as a member of the Regional u3a team and its Trustee. 2. Work closely with the Third Age Trust's Communications and External Affairs Committee (Sue Stokes) and Communications team. 3. Support local London Region U3As in raising their profiles within their communities. 4. Promote u3a national campaigns to celebrate and promote awareness of the u3a movement. 5. Perform as a conduit to ensure that good ideas flow each way from the national Communications team to and from our local u3as. 6. Plan and implement media (press, periodicals, radio) relationships with a plan to provide them with positive u3a articles and stories that underpin our national promotional strategies. 7. Exchange ideas and interesting events with fellow PR Advisers. 8. Attend Committee and Delegate meetings (including AGM) and contribute generally to the running of LRU3A 9. Support and contribute to the LRU3A Communicators peer group and other networking activities as appropriate. 10. The role has a generic email address: pr.lru3a@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 post-holder's private email address. 	

Other possible activities:

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

1. Contribute to LRU3A newsletter and other closed media to encourage support and participation in LRU3A by local u3as
2. Contribute to TAM and other Trust communications channels as appropriate to raise the profile of LRU3A initiatives and achievements within the wider u3a.

Helpful qualities and abilities specific to post:

1. Good communicator, team worker and networker
2. IT skills – Word; email, Internet; videoconferencing, and other communications media