



Paisley and District u3a – EC Role Descriptor

PR Advisor

Key Role

To promote Paisley and District u3a groups, activities and events with the support of its members.

Specific elements

- Develop effective relationships with local press and media agencies.
- Send timely news releases and promote positive u3a messages to external audiences.
- Liaise with Webmaster to ensure media releases are uploaded to u3a website.
- Respond to any media enquiries, with the support and approval of the Chair.
- Submit relevant news or information on Paisley and District u3a activities to the Trust (publications).
- Monitor any publicity used by the media about Paisley u3a.
- Source or take photos if possible at Paisley and District u3a events, mindful of members' and guests' consent.
- Use the u3a (Trust) corporate guidelines and logos for Paisley and District u3a branding.

Generic elements

- Ensure compliance with P&D u3a policies and procedures, especially:
 - Committee Member's Code of Conduct
 - Data Protection and Privacy Policies
 - Safeguarding
 - Equality, Diversity and Inclusion Policies
- Participation in, and contribution to, Executive Committee meetings.
- Participation in, and contribution to, ad hoc meetings and AGM.
- Participation in, and support of, wider P&D u3a activities

u3a	Paisley and District u3a
PR Advisor – Role Descriptor	
Approved by Executive Committee	
Review Date	