

Romsey & District u3a

ROLES AND RESPONSIBILITIES

Approved by Trustees: XXXX 2022

Romsey and District u3a is a registered charity # 1082501. It is managed by a management committee of trustees. All of its activities are organised and run by volunteers.

ROLE: PUBLICITY MANAGER (does not need to be a trustee)

Role Description

Proactively seek opportunities to promote membership of the charity and wide recognition of what we do.

Term of office

There is no specified term. You may contribute for as long as you choose to.

Commitment

Flexible – an hour or two per week.

Relationships

Works with 1) Communications Manager, 2) Webmaster

Details of the Role

Overall purpose	To communicate with members and the general public about the charity's purpose, activities and interests via its website, social media email and printed media
Responsibilities:	Create micro stories which are published 2 or 3 times per week on Facebook Provide content for web pages and send to Webmaster. Provide content for the quarterly newsletter and local printed and online media outlets e.g. the Advertiser. Actively pursue opportunities to promote membership e.g. by 'leafletting' new retirement living complexes. Keep the library and other outlets stocked with membership information.
Knowledge and skills required	A good command of written English. An understanding of public relations principles would be an advantage.
Resources needed	Own computer, printer and telephone. Expenses are reimbursable.
Resources available	Team members. Website and Facebook page. Webmail and email account xxxx@romseyu3a.org.uk