

Background:

u3a is a UK-wide collection of 1000+ operationally independent charities which provide the opportunity for those no longer in full time work to come together to learn for fun.

Be part of a team to help raise the profile of u3a in your part of the world.

We are looking for volunteers with knowledge and experience of working in a PR, media, or marketing capacity to become a Trust volunteer, join their regional team and be linked to the national communications team.

PRA volunteers will be part of a UK- wide team with PR Advisers from other regions.

The PR Adviser role is to support local u3as in their home region or country by:

- providing advice and support for local u3as with the help of the national communications team, the Regional Trustee and the PRA team
- encouraging u3as to share press releases they have published in their local press with the national communications team, their Regional Trustee and their PRA colleagues as appropriate
- encouraging u3as to share news items of potential national interest with the national communications team, the Regional Trustee and the PRA team
- assisting u3as to make links with their local media platforms
- working closely with the Regional Trustee and the Regional team
- working closely with the Trust Head of Policy and Communications and the communications team, to exchange news and stories suitable for sharing across the media.

The PR regional function may be shared with other volunteers, especially in the larger regions and countries.

The role is home based with travel around the region or country, as necessary.

Most meetings will be conducted online with occasional face-to-face team meetings (no more than twice a year).

Expenses will be paid under the Expense Policy of the Trust.

Skills and experience:

We are looking for volunteers who may have some - or all - of the following:

- PR/media/marketing experience
- social media development experience
- written and oral communication skills.

Ability and willingness to provide:

- a local source of advice on raising the profile of the movement and pre - publicity
- help for u3as to build relationships with a range of external audiences
- support and advice on the promotion of local activities and the benefits of u3a membership to the individual and u3as.

In addition, PRAs would:

- keep up to date with developments across the movement
- attend regional level events (where possible)
- actively promote diversity and equality of opportunities, treat everyone with dignity and respect and avoid unlawful discrimination.

NB. This is a voluntary role. The amount of time a volunteer can commit to the role is down to the individual PRA.

For an informal discussion, please contact me by email: chris.winner@u3a.or.uk.
As well as your name, please include the name of your u3a in your email.