

ROLE of PUBLICITY OFFICER

Tasks

- To design, print and distribute posters and flyers, to promote Roding Valley u3a generally and any other events selected by the committee.
- To make arrangements for posters and other publicity material to be displayed around the local area.
- To propose ideas for promoting Roding Valley u3a to the committee.
- To liaise with the editors of local publications, to provide publicity for the Roding Valley u3a generally and for specific events or activities.
- To work with the committee on developing a social media presence.
- To act as contact with press and other organisations in both reactive and proactive fashion.
- With the support of other members, to update photographs of regular Group activities for inclusion in all publicity material. [ensuring permission is obtained from members to have their photographs published]
- To help at open days and other events by providing and staffing an information desk, with relevant display.
- To contribute reports and photographs to the Roding Valley u3a Newsletter where appropriate.
- To maintain website gallery page in conjunction with the Website Manager
- To produce and maintain a "glossy" prospectus of Roding Valley u3a interest groups and distribute and publish as required.
- To use Beacon to remind the membership of upcoming events.
- To keep a record of all material created and of any expenses incurred.

Document History

Prepared / Updated	Date of Update	Signature	Circulated
Laura Blake	24 4 2023		