

ROLE OF PUBLICITY OFFICER BFu3a

The Publicity Officer should be elected at the Annual General Meeting (AGM) in accordance with the BFu3a Constitution.

The publicity Officer is responsible for promoting BFu3a to Bracknell and surrounding area using the press, local radio, social media and by arranging for posters and leaflets to be displayed throughout the area

Primary Tasks

- Arrange publicity/recruitment events
 - Research possible venues and events and present suggestions to the committee for agreement
 - Book the venue and arrange payment, if applicable, with the treasurer
 - Consult with the Events Secretary to consider who should be invited to the event and arrange for invitation to be issued
 - Liaise with the Vice Chair to enlist the help of our volunteers
 - Ensure that our display boards are current and that we have sufficient publicity literature
 - Co-ordinate the event on the day
 - After the event liaise with the membership secretary to assess the effectiveness of the event
- Act as an administrator on BFu3a Public Facebook page, regularly updating the site with u3a National and BFu3a news and events
- Agree a budget for publicity with the committee
- Identify new ways of publicising BFu3a
- Work with group co-ordinators and the committee to identify suitable news and events to publicise
- Develop and Revise publicity material on a regular basis – obtain committee approval for new and changed materials
- Keep a record of publicity materials and replenish stock as necessary
- Create and maintain a list of suitable venues and contacts for publicising BFu3a e.g., libraries, doctors' surgeries, supermarkets, local newspaper, Facebook groups
- Where possible monitor the effectiveness of different publicity events/avenues
- Write regular articles for BFu3a Newsletter and TAM (Third Age Matters) when requested by the committee
- Arrange for publicity photos to be taken of u3a groups and events ensuring GDPR and copyright rules are adhered to
- Where possible attend workshops and training events organised by TVN or National Office applicable to the role

Aspects Applicable to all Committee Positions

Ensure opinions expressed in Committee meetings are regarded as confidential.

No matter what individual trustees' opinions or voting choices are, once an item is approved by the Committee, all trustees must accept it as decisive and final without further comment (see National Office Trustees Code of Conduct – Corporate Responsibility)

Where possible and by agreement, undertake ad hoc tasks as required by the Committee

Forward a brief report to all Committee members 7 days prior to the next Committee meeting

Prepare and carry out a comprehensive handover to a new incumbent when appointed