

Role description – Publicity Officer

Role summary

Working with the Executive Committee, Events Team and Coordinators, to manage and take overall responsibility for the provision of a wide range of current and appropriate publicity materials.

Main responsibilities

In addition to the statutory requirements and responsibilities of Trustees of charitable organisations in the UK as laid down by the relevant regulatory bodies:

1. Assess the suitability of publicity material to the environment in which it is to be used.
2. Identify and exploit new opportunities to publicise Bu3a.
3. Design and proofread artwork, to cost and organise print run, to collect printed copies.
4. Ensure appropriate leaflets are displayed in Group venues, retail premises, Age UK shop, Priory Centre, pharmacies, surgeries etc. for public to information.
5. Respond to requests for replacing material in external venues.
6. Design, print and laminate (if necessary) artwork for display in all the above outlets.
7. Design and print one-off posters as requested by Bu3a members or Executive Officers.
8. Design, cost, organise printing and collection of pull up banners
9. Source u3a merchandise such as pens, tote bags, car stickers.
10. Write and submit articles to the media; in particular the Barnsley Chronicle, Around Town Magazine and local publications as identified.
11. Ensure a comprehensive handover to successor.