

PUBLICITY ORGANISER

Rôle Outline

The Publicity Organiser is the point of contact with the local press and other organisations that need to be aware of the existence and activities of the U3A.

Main Responsibilities

- 1 To act as contact with press and other organisations in both reactive and proactive fashion.
- 2 Record events of special interest with photographs and prepare them, together with some narrative for:
 - publication on the Christchurch U3A website;
 - publication in the Active News magazine;
 - circulation to external bodies;
 - submission to the national U3A Magazine.

Tasks

- 1 Prepare artwork and arrange the printing and distribution of Monthly Meeting poster;
- 2 Send details of Monthly Meetings to local papers (Christchurch Advertiser/ Bournemouth Echo) two weeks in advance, for publication the week before the meeting;
- 3 Update photographs of regular Group activities for display boards, and gather other photographs of interest for inclusion in the displays;
- 4 Arrange displays in Christchurch and New Milton libraries, and also Christchurch Information Centre as and when directed to by Chairperson;
- 5 Arrange publicity by way of photographs and reports for special Christchurch U3A events in local media and national U3A Magazine. Also contribute reports and photographs to Active News magazine where possible;
- 6 Keep Committee members informed of relevant activities and promote these efforts at Group Leaders' and New Members' meetings;
- 7 Maintain website gallery page in conjunction with webmaster.

Committee rôle

A member of the Committee is also a Trustee of Christchurch U3A.

All Committee member rôles include the following undertakings:

- 1 To ensure that the Objectives and Principles of the University of the Third Age are maintained;
- 2 To understand the rôle of a Trustee of Christchurch U3A;
- 3 To report to, attend and participate in Committee and Officers' meetings;
- 4 To keep all members of the Christchurch U3A Management Committee aware of any matters relating to one's area of responsibility and, where appropriate, report any issues which may arise;
- 5 As an Officer, to represent Christchurch U3A to the public as and when necessary;
- 6 To understand and accept the responsibility for keeping the archive up to date with the material assigned to them and keep the archivist informed of changes;
- 7 Prior to the end of the term of office, to provide training in the rôle, and act as mentor, to a successor and ensure an orderly handover of relevant documentation.