

Roles and Responsibilities

Publicity Manager

Summary

To become familiar with the Membership Application Form and the Constitution.

The Publicity Officer is responsible for promoting March u3a and its activities to March and the surrounding area.

Responsibilities

- Promoting March u3a to the press, local radio, social media and by arranging for posters and leaflets to be displayed in suitable establishments.
- Ensuring that members are informed about u3a activities and events through the internet and social media.
- Organising and attending open days, exhibitions, and other promotional events.
- Providing posters or other advertising materials about March u3a and its activities and ensuring that these are displayed to best effect.
- Identify new ways of publicising March u3a.
- Work with group co-ordinator and the committee to identify suitable news and events to publicise.
- Arrange for publicity photos to be taken of March u3a groups and events ensuring GDPR and copyright rules are adhered to.