

Doc Publicity officer Role Description	Date Mar21
Ref U3A-KMS-DOC-/Matlock Area u3a	Review Mar24

Matlock Area Publicity Officer Role Description

1. Document control

1.1. Approval

Date approved	Mar 21
Approved by	Tracy S

1.2. Version history

Version	Date	Author	Change summary
1	March 2021	Hilary E	Transferred some roles from membership and business Secs and from other u3as.
2	March 2021	Hilary E	Returned two roles to membership sec.

2. Introduction

2.1. Purpose

To outline the role and responsibilities of a Publicity Officer.

2.2. Scope

Relevant to all U3As

2.3. Related documentation

U3A-KMS-DOC-052 Trustee induction
 U3A-KMS-DOC-064 Chair Role Description
 U3A-KMS-DOC-065 Secretary Role Description (Business)
 U3A-KMS-DOC-066 Treasurer Role Description
 U3A-KMS-DOC-067 Vice Chair Role Description
 U3A-KMS-DOC-068 Membership Secretary Role
 U3A-KMS-DOC-069 Group Coordinator Role Description

3. Role summary

- To be responsible for publicising the activities of Matlock Area u3a to the public.
- To explain to new members how u3a functions and to arrange meetings for new members.
- To encourage new members to participate in u3a activities.

4. Main Responsibilities

Please note:

- The specific tasks listed below are in addition to the statutory requirements and responsibilities of all trustees of charitable organisations in the UK as laid down by the charity regulators.
- To assist the chair with the production of the annual report for the AGM.
- To assist committee with ordering stationery, promotional materials and merchandise from National Office.

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4.1. Responsible for:

4.1.1. Prospective members

- Publishing information locally and on the national u3a website for potential members.
- Arranging open days in the local community to showcase what u3a is and offers, to increase awareness and attract new members.
- Liaise with the webteam to make it as attractive as possible to encourage new membership.

4.1.2. New members

- Arranging regular new members meetings and consider setting up a buddy system so that they feel welcomed and included from the start.
- Encourage new members to join a group or to set up a new group.
- Reviewing with the committee the reasonable adjustments that might be needed to ensure accommodation of members with health or disability issues.
- Maintaining close contact with the Groups Liaison Officer and the webteam to ensure information about the interest groups is accurate and up to date.

4.1.3. Other Tasks

- Design and produce publicity material in conjunction with other committee members.
- Obtain quotes for publicity material.
- Ensure that publicity material is displayed in public areas as agreed by committee.
- Explore potential of joint publicity drives with neighbouring u3as.
- Investigate opportunities for publicising u3a at local events.

5. Other

- To carry out a comprehensive handover to a new Publicity officer when applicable.