



## **Job Description: Publicity Officer**

### **Responsibilities:**

To communicate and publicise the activities of Northampton u3a to the general public, in accordance with guidance set by the local committee and within the stated aims and objectives of u3a at national level

### **Works with:**

All members of the local committee and maintains contact with Head Office in matters relating to publicity, advertising and raising awareness of u3a

### **Specific Tasks:**

- Attend committee meetings
- Attend/help at general, monthly meetings
- Attend at new members meetings
- Attend and help organise special u3a Northampton events such as u3a Day.
- Liaise with members of committee on matters relating to publicity
- Assist particular groups with publicity events and ideas
- Develop leaflets, posters and publicity material and update on a regular basis.
- Provide groups and members with u3a publicity material as and when required
- Ensure that up to date publicity material is displayed throughout the local area, including, libraries, doctor's surgeries, churches, shops and elsewhere
- Write press releases for local newspapers and, on occasion, longer articles for publication in U3A Third Age Matters
- Support & encourage groups and individuals to contribute short articles, photographs and updates for publication in our own Newsletter, on our website, Facebook and nationally, in u3a Third Age Matters
- Develop opportunities for raising awareness of Northampton u3a at community events.
- Raise awareness of U3A matters using various media outlets including Social Media, local radio and TV networks as and when opportunities arise
- keep a record of press and other articles relating to activities of Northampton u3a
- Explore potential of joint publicity initiatives with neighbouring u3as