



Hurst, Hassocks and Ditchling



Role description – Publicity Officer

Category: Communications

1. Document purpose

To outline the role and responsibilities of a Publicity Officer.

2. Role summary

- To promote the benefits of the u3a in the local areas of Hurstpierpoint, Hassocks & Ditchling.
- To attend monthly Executive Committee (EC) and Communications Sub-Committee (Comms) meetings
- To ensure that communications going into the public domain are consistent with the aims of the u3a and that they reflect the current activities of HHD, as prescribed by the EC, to Comms.
- To contact and establish good relationships with editors of local magazines, the publicity Officers of Haywards Heath and Burgess Hill u3a's and other local organisations.
- To submit suitable items to the Third Age Trust including TAM as appropriate.

3. Main responsibilities

Please note, the specific tasks listed below are in addition to the statutory requirements and responsibilities of trustees of charitable organisations in the UK as laid down by the relevant regulatory bodies. The Publicity Officer is encouraged to garner help and assistance from HHD members both in the collection of material and in the preparation of articles.

3.1. Gathering data

- Liaising with The Communications Sub-Committee to collect information on all known upcoming activities
- Liaising with The Groups Co-ordinator and directly with Group Leaders to gather information to facilitate the preparation of brief articles for publicity and promotion of our local groups.
- Maintain an archive of photographs, with explicit permission from all people portrayed, for use in publicity and promotion of our groups.



3.2. Use of the data

- Assist in the provision update of joining packs or information for new members.
- Prepare Publicity articles before or after HH|D events. (Where other EC members have prepared such material, check for compatibility with HHD requirements).
- Assist with the arrangements for open days for members of the local community to showcase what u3a is and what HHD u3a offers, in order to increase awareness and attract new members.
- Provide photos from the archive, as required, by email or prints.
- Co-operate with the HHD Newsletter editors to enhance the quality and content of the Newsletter when material gathered would be of interest to existing members.
- Prepare articles for local magazines, especially showcasing our Groups activities. Pass to local magazine liaison officer, where appropriate, and to HHD Website and Facebook administrators and to Newsletter editors.
- Prepare articles, when requested, for inclusion in Third Age Trust Newsletters and TAM to support the national drive to publicise the benefits of becoming an active u3a member.
- Full cognizance of ensuring that GDPR and Inclusivity are at the forefront of the way in which articles are prepared. However, it may not always be possible to achieve photos displaying full inclusivity, as this depends upon the actual members involved in a group activity, and 100% permission to have photos taken may not always be achievable. Contact email addresses and/or telephone numbers may only be used with the permission of the members involved.

3.3. Display Boards and Publicity Leaflets

- Liaise with the Membership Secretary to support and assist with material being used for membership drives.
- Liaise with the event manager for events where publicity is required for displays etc.

3.4. Storage of material, articles and photographs

- Retain current articles and photographs for a suggested period of 2 years, either in hard copy format or in soft copy, in the Comms storage system(s)
- Liaise with the HHD Archivist for deposit of hard copy material in HHD secure storage facility.
- Liaise with the HHD Archivist for longer term storage of articles and photographs in soft copy format. However, due to GDPR concerns, care must be taken when re-using older photographs, as the “permission given for the photographs” may no longer be on record.

3.5. On completion

- To carry out a comprehensive handover to the new Publicity Officer.



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u3a	HHD u3a Role Description-Publicity Officer	
Version	Description of changes	Date
Final	Version approved by the Executive Committee	07/06/2023