

PUBLIC RELATIONS OFFICER - SUGGESTED JOB DESCRIPTION

1. Responsibilities.

The PRO is an appointed position, is a member of the Executive Committee, attends its meetings, and participates in its decision making processes. All members of the Executive Committee are charity trustees under the Charities Act.

The PRO provides a service to districts, towers and individual members that will assist in promoting ringing and the recruitment of new and lapsed ringers throughout the county.

The PRO maintains press and TV liason, and is a first point of contact for public enquiries.

2. The Role.

To liaise closely with the designated person in each district, to determine which PR services are needed to actively promote ringing and recruitment in that district. Such services may include -

- Stocks of publicity material such as posters, leaflets etc.
- Maintaining and making available for hire display boards, videos, DVD's etc.
- Lists of material available for people to choose from.
- Design and provision of new material on request.
- Lists of people within the Assn with private material that could be suitable.
- Lists of people with experience and willing to help with publicity and recruitment.

These suggestions are not exhaustive. The PRO should be pro-active in seeking out ways to fulfill this aspect of their role

To report on Association activities to the Ringing World and the Association website and newsletter. Such activities should include the Essex Ringing Course, the AGM, the Striking Competition Finals, the Association Training Day, the Annual Dinner, and any other suitable occasion.

To initiate and arrange press releases, interviews and photo opportunities as appropriate about the Association, its activities and members, via TV, radio, press and internet.

To answer enquiries from ringers, public, press and clergy, liaising with other Association officers as necessary.

To attend Executive Committee meetings and report on PR activity.

To keep the Master and Hon. Secretary informed as necessary, and seek advice before issuing press releases or acting on behalf of the Association.