

Dorking and District U3A

Role Description – Publicity Officer

Responsibilities

To ensure that the Dorking and District U3A (“D&D U3A”) maintains a high and positive local and national profile in the press and other media including:

1. Liaising with the local and national press and other media to encourage positive and timely reporting of D&D U3A activities.
2. Subject to approval by the Committee, sponsoring and/or placing articles and/or notices in the press, media and locations (e.g. libraries etc.).
3. Encouraging D&D U3A members and others to contribute articles for the D&D U3A website, annual Handbook and regular Newsletters.
4. Reporting to each Committee meeting on press coverage and other external publications and media featuring or referring to D&D U3A.

Adverse publicity

1. The Publicity Officer shall Immediately report to the Chairman any adverse publicity identified or notified to him/her.
2. The Publicity Officer shall not, unless the Chairman agrees otherwise in any particular case, respond personally (whether in writing or verbally) to any adverse publicity with any individual known or believed to be a member of the press or any other media other than to refer them to the Chairman.
3. In the event of the Chairman being unavailable the Publicity Officer shall refer any adverse publicity to the Vice-Chairman of D&D U3A who shall act with the powers of the Chairman.
4. All decisions regarding any action should be confirmed by discussion with the committee.

General

1. The Publicity Officer may at any time ask the Committee to convene a sub-committee of the Committee to be chaired by the Chairman to assist him/her where circumstances and/or work load merit it, for example; open days and other complex public facing events.
2. Not knowingly, or in any circumstances where he/she ought reasonably to have known, present for publication or give permission for publication any item that is in breach of copyright or data protection or will breach any other legal right of any person.
3. Recognise the collective responsibility of the Committee and abide by its decisions.
4. Recognise the confidentiality of matters discussed by the Committee.