

Role description – Ru3a Communication Assistants

1. Document purpose

To outline the role and responsibilities of the Rotherham u3a Publicity Assistant/s.

2. Role summary

There may be several people in this type of support role with varying amounts of input.

A Publicity Assistant's job involves supporting the Ru3as': Publicity Officer, Ru3a Web Editor and Ru3a Newsletter Editor in creating and supporting publicity strategies. The Assistants will build knowledge of relevant media distribution sources and ideally source new ones. They may be involved in producing or contributing to content (like press releases and social media posts), and assisting in organizing events to raise awareness and to build positive public perception for the Ru3a organisation.

3. Main responsibilities include:

Maintenance of Communication Streams, assisting The Trustees in planning and implementing Ru3a Strategies for growth of the organisation by:

- Supporting publicity campaigns to promote events, and services.
- Identifying opportunities for media coverage and public engagement.
- Maintaining a media contact list.
- Sourcing ideas from the wider membership
- Building and maintaining relationships within the Ru3a including: Members Coordinators, Trustees and also external media sources.
- Gathering information to assist in writing and editing press releases, articles, and other promotional materials.
- Creating engaging content for social media such as Facebook or our quarterly Newsletter and our online website. This may include taking photographs. Contributing towards the organisation and attending open days, exhibitions, and other promotional events.

4. Skills & Qualifications

- No formal qualifications required.
- Good written and verbal communication skills



- Good writing and editing skills.
- Some knowledge of media relations.
- Ability to build and maintain relationships.
- Creativity and initiative.
- Familiarity with media, social media and digital platforms.

5. How can we support you?

Provision of an induction in order to gain an understanding of the purpose of the Ru3a and the associated responsibilities:

- To help you to understand your commitment to adhere to u3a Policies,
- To gain access to a range of free online courses provided by the National u3a
- To have mentorship that allows you to grow into the role and to ask for support if needed

Useful Skills:

- Events organisers
- Minute takers
- Previous trustees exp. /Mentors
- Digital xls etc
- Admin - data input etc
- Proofreading
- Running raffles or similar
- scoping our new venues
- scoping out new opportunities
- Writing articles for publicity
- Puzzles and quizzes
- Facebook experts
- Newsletter assistant
- Photographers
- Poets

u3a	Role Description Communications Assistant	Rotherham u3a	
Version	Description of changes	Date	Review Date
0.1	Document created for peer review MM	08 MAY /2025	Draft
1.0	Adopted and minuted at Trustee Meeting	06/06/2025	Mar 2028

