



Role description – Rotherham u3a Publicity Officer

1. Document purpose

To outline the role and responsibilities of the Rotherham u3a Publicity Officer

2. Role summary

A Publicity Officer's job involves creating and executing publicity strategies, managing media relations, producing content (like press releases and social media posts), and organizing events to raise awareness and build positive public perception for the organisation.

3. Main responsibilities

3.4 Safeguarding

- **Developing and Implementing Publicity Strategies:**
 - Planning and executing publicity campaigns to promote events, and services.
 - Identifying opportunities for media coverage and public engagement.
 - Creating and maintaining a media contact list.
- **Media Relations:**
 - Building and maintaining relationships with journalists, reporters, and media outlets.
 - Pitching stories and press releases to the media.
 - Responding to media inquiries and managing media coverage.
- **Content Creation:**
 - Writing and editing press releases, articles, and other promotional materials.
 - Creating engaging content for social media and other online platforms.
- **Event Management:**
 - Organizing and attending press conferences, open days, exhibitions, and other promotional events.
 - Ensuring smooth event execution and logistics.
- **Public Speaking and Representation:**



- Speaking publicly at interviews, press conferences, and presentations.
- Representing the organization or client to the public and media.
- **Crisis Management:**
 - Developing and implementing crisis communication plans.
 - Responding to negative publicity and managing reputational risks.
- **Skills & Qualifications**
 - Strong communication skills (written and verbal).
 - Excellent writing and editing skills.
 - Knowledge of media relations and public relations principles.
 - Ability to build and maintain relationships.
 - Creativity and initiative.
 - Familiarity with social media and digital platforms.
 - Knowledge of event planning and management.

1.3.4 On completion

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

u3a	Role Description – Publicity Officer	Rotherham u3a	
Version	Description of changes	Date	Review Date
0.1	Document created for peer review	21/03/2025	Draft
1.0	Adopted and minuted at Trustee Meeting	06/06/2025	Mar 2028

