

NATIONAL PUBLICITY OFFICER

Role type:	Publicity.
Main purpose of the role:	To try and enable the Plus membership to grow by attracting new members and supporters. To enable the Groups to flourish and grow by attracting new members
What is required for the role:	<ul style="list-style-type: none"> • A passion for socializing in different forms. • Effective communication skills. Previous experience of publicity or marketing would be helpful • Ability to think creatively and to get new ideas going • Able to enthuse other Group members and to win over a handful to help-out with occasional tasks • Computer-literate, comfortable with the internet and word-processing.
Duties:	<ul style="list-style-type: none"> • To promote your Group and its activities to non-members in and around your Group's area and National events, for instance, by • Producing publicity material about your Group (e.g. posters, leaflets, displays) and arranging their distribution in suitable local locations • Keeping the local media informed about your Group's activities through articles, regular features or advertisements • Adding to the Group website where there is one and updating it regularly with local campaigning work, upcoming events, meet ups and general Group information. • To promote Plus as a whole by distributing national recruitment information sent from a central body.