

Shropshire Union Canal Society

Role Description

Role	Publicity Officer		
Report Author	FB	Date	17 Sep 2022

Summary:

The role of Publicity Officer is to oversee the Society's use of various forms of media and communications to build, manage and maintain the reputation and image of the Society, with the aim of raising awareness of its work in the wider world and influencing public opinion.

Overall responsibilities:

- Co-ordinate messaging across all media channels by working with the Webmaster, Cuttings Editor and Social Media Marketer to ensure consistency and to control any overlap
- To undertake the specific duties set out below relating to press, radio, TV, written publicity and promotional activities at events.

Specific duties:

- Planning, developing and implementing publicity strategies
- Liaising with colleagues and key spokespeople
- Liaising with and answering enquiries from media, individuals and other organisations, including Radio and T.V. interviews
- Researching, writing and distributing press releases to targeted media
- Collating and analysing media coverage
- Assisting with preparing and supervising the production of publicity leaflets etc.
- Delivery and co-ordinating photo promotional opportunities
- Organising displays for the Society stand at various events
- Taking / collecting / organising photographic images /videos etc
- Providing visual images for all forms of commercially produced signage.

Reports to:

- Council.

Consults with:

- Cuttings Editor
- Social Media Marketeer
- Internal and external communications.

Nature of Role

- Highly desirable that the incumbent is a Trustee (Member of Council)
- The role is voluntary and not remunerated
- Time commitment is flexible, attendance at Council meetings in person or via Zoom is required. The role can be performed from home.
- Although the Society organises regular events - work parties, guided walks and lockwinds - attendance is desirable rather than essential.

Desired skills and experience

- Relevant experience in a charity, public service or industry
- Confident communicator
- IT literate including photo /graphics packages.
- Able to attend physical/virtual meetings
- Ability to respond quickly to deliver fresh publicity reports and associated pictures and literature.