

## **U3A BROADBEACH INC.**

### **POSITION DESCRIPTION – PUBLICITY OFFICER**

The Publicity Officer is responsible for producing a newsletter for members and liaising with organisations and/or media outlets to maintain and promote the organisation's profile.

Duties include:

- Produce a regular newsletter for distribution to U3A Broadbeach members, the timing of these newsletters to be as deemed appropriate in liaison with the Management Committee
- Develop and maintain contacts with members of local organisations, the local media and Council publicity officers
- Produce articles for publication in U3A publications and newsletters and local news outlets
- Encourage the attendance of media representatives at U3A Broadbeach events
- Raise the profile of U3A Broadbeach as a community organisation via suitable events
- Ensure the distribution of promotional material
- Report to Management Committee about activities undertaken and planned
- Liaise with the Management Committee with regard to the development of new advertising material such as brochures, bookmarks, etc.