

## Marketing

Key area	Key responsibilities	Tasks
<b>Generic</b>		<ul style="list-style-type: none"> <li>• See generic role description</li> </ul>
<b>Committee duties</b>	Marketing updates	<ul style="list-style-type: none"> <li>• Design and maintain marketing plan including detailed publicity information.</li> <li>• Agree any growth targets with the Committee.</li> <li>• Update Committee on Marketing activity at each Committee meeting.</li> <li>• Agree and report on Marketing budget</li> </ul>
	Publicity	<ul style="list-style-type: none"> <li>• Write and agree publicity plan including priorities.</li> <li>• Ensure Facebook strategy is in place, maintained and communicated.</li> <li>• Write newsletter</li> <li>• Include other sources information such as central u3a to Basingstoke newsletter.</li> <li>• Liaise with Events manager for publicity of our various events through the year.</li> <li>• Ensure news items are placed in local newspapers and magazines.</li> <li>• Ensure placement of advertising posters.</li> <li>• Agree any additional activities required to meet any growth targets.</li> <li>• Liaise with other local organisations.</li> <li>• Advise Committee on any new mediums to use for publicity</li> </ul>
<b>Member support</b>	All Members	<ul style="list-style-type: none"> <li>• Provide ongoing information to Members on u3a current and future activities to facilitate expansion of their activities and retention.</li> </ul>
<b>Agreed</b>	May 2023	