

Public Relations and Communications

Committee Member and Trustee

Key area	Key responsibilities	Tasks
Governance	Trustee	<ul style="list-style-type: none"> Maintain the charitable objectives of the u3a. To comply with the requirements of the Charity Commission To be accountable for expenses incurred
	AGM	<ul style="list-style-type: none"> Attend and support Chair during meeting
	Documentation	<ul style="list-style-type: none"> Ensure all relevant documentation is stored either digitally or paper-based filing
	Enrolment	<ul style="list-style-type: none"> Attend and support Meet and Greet Day and distribution of associated material, as required
Committee Duties	Committee Meetings	<ul style="list-style-type: none"> Attend and contribute to Committee meeting agenda items. To tender and apology of absence to the Business Secretary, if necessary Carry out any actions following the meeting and update Business Secretary in a timely manner. To observe confidentiality of committee meetings
	Group Convenor meetings	<ul style="list-style-type: none"> Attend meetings and contribute to agenda items
	Sub- committees	<ul style="list-style-type: none"> Contribute to sub-committees as relevant
Member Support	Member updates / communication	<ul style="list-style-type: none"> Attend monthly member meetings. Assist with administration of the meeting, as required. Support other Committee members, as required
National U3A Interface	National office communications	<ul style="list-style-type: none"> Read national u3a monthly newsletter

Public Relations and Communications specific role

Key area	Key responsibilities	Tasks
Communication Strategy	Manage PR	<ul style="list-style-type: none"> Prepare and submit PR reports. Prepare a yearly PR plan
Communications activities	Implement PR and Communications activities	<ul style="list-style-type: none"> Prepare and publish the Monthly newsletter NewsEdit. Manage PR issues. Work with a sub committee to review group information on website to ensure it is timely, coherent and meets GDPR and copyright requirements and represents a positive window into our u3a. Jointly administer FaceBook
	Partnerships and external parties	<ul style="list-style-type: none"> Address inquiries from the media and other parties Track media coverage and follow industry trends

		<ul style="list-style-type: none"> • Distribute u3a posters – with help from other Committee Members
Interface with National u3a		<ul style="list-style-type: none"> • Order u3a publicity materials as required
Discretionary activities dependant on capacity		<ul style="list-style-type: none"> • Prepare, Co-ordinate and distribute press releases. • Develop PR Campaigns • Edit and update promotional material and publications (brochures, videos, social media posts etc.) • Seek opportunities for partnership initiatives. • Work with Business Secretary and Committee on recommendations for charities to supporting
Skills set		<ul style="list-style-type: none"> • Organised • Team player • IT literate
Handover		<ul style="list-style-type: none"> • Provide a thorough handover to the incoming successor of this role
Agreed	July 2023	
Last updated	02/11/2023	