



***ACT Walking for Pleasure Inc.***

## **RESPONSIBILITIES AND GUIDANCE FOR THE PUBLICITY OFFICER**

The Publicity Officer (PO) is an elected (volunteer) office bearer of ACT Walking for Pleasure Inc. (the Club).

The PO is responsible to the Committee. He or she is the primary interface between the Club and the general public, promoting the Club's weekly activities and ensuring that potential Club members are given accurate and up to date information about the Club's activities.

### **Primary duties and responsibilities:**

- Attend General Meetings
- Ensure that information about the Club's activities is disseminated as agreed by the Committee
- Prepare the Week by Week programme four times a year
- Send to all members via Mailchimp *The Capital Wanderer* and the Week by Week programme four times a year
- Disseminate information to members via Mailchimp as required
- Encourage enquirers to join by providing them with appropriate information
- Manage the Facebook page
- Organise publicity events/advertisements/flyers when required eg COTA

### **Knowledge and skills required:**

Ideally the PO is someone who:

- Can communicate effectively, both orally and in writing, and who has good interpersonal skills
- Is positive and enthusiastic about the Club and its varied activities and who participates on a regular basis
- Is well organized
- Has a fair level of computing skills
- Can integrate and work with the committee for the overall benefit of the Club

### **Estimated time commitment required:**

Approximately 1.5 hours per week for general duties, including regular Committee meetings, plus 2-3 hours four times a year for preparation of Week by Week programme.

The PO is elected for a 1-year term by the general membership. He or she may not remain in that role for more than 3 years.

This information is correct as at June 2023.