



## Paisley and District u3a – EC Role Descriptor

---

### PR Advisor

#### Key Role

To actively promote Paisley and District u3a groups, activities and events in accordance with Trust and P&D guidelines, branding and logos.

#### Specific elements

- Develop effective relationships with local press, media agencies and u3a Trust.
- Send timely news releases and promote positive u3a messages to external audiences and monitor the use of released publicity.
- Liaise with Webmaster to ensure media releases are uploaded to u3a website.
- Respond to any media enquiries, with the support and approval of the Chair.
- Source or take photos, if possible, at Paisley and District u3a events, mindful of members' and guests' consent.

#### Generic elements

- Ensure compliance with P&D u3a policies and procedures, especially:
  - Committee Member's Code of Conduct
  - Data Protection and Privacy Policies
  - Safeguarding
  - Equality, Diversity and Inclusion Policies
- Participation in, and contribution to, Executive Committee meetings.
- Participation in, and contribution to, ad hoc meetings and AGM.
- Participation in, and support of, wider P&D u3a activities.

<b>u3a</b>	<b>Paisley and District u3a</b>
PR Advisor – Role Descriptor	
Approved by Executive Committee	
Review Date	January 2025