

## **Regional PR and Media Advisers – U3A England, Scotland, Wales, Northern Ireland**

We are looking for volunteers with knowledge and experience of working in a PR or marketing capacity. Volunteers will be part of the Regional Support Team but will work closely with Liz Drury, Third Age Trust Communications Officer. Initially we are looking for one volunteer per Region.

The role is to act as a PR adviser to U3As and Networks in their home Region or Country as part of the Trust's strategic project of raising the profile of the U3A movement. You will be part of a UK wide team of other PR Advisers working closely with Liz.

The role is home based but travel around the Region or Country, as necessary. Occasional team meetings in London will be required, but no more than twice a year. Expenses will be paid under the Expense Policy of the Trust.

### **Background**

The Trust already has one of the largest charity memberships in the UK representing nearly half a million men and women who are no longer in fulltime work - but are still keen to keep mentally, and physically active. Our ethos is one of self-help in learning new things and refreshing old interests in a socially conducive atmosphere of friendship – we want more people to share our enjoyment of life in the 'third age'.

We are on a mission to spread the benefits – as well as diversify - membership of our amazing organisation with its inspiring strapline - Learn, laugh, live. Having undergone a significant rebranding exercise, we are determined to become more widely recognised as a force for good by being more proactive in the media and fostering strong partnerships with the Government and other relevant stakeholders at both national and regional levels. As part of this we are launching a nationwide (U3A Day) event, now sadly not until 2021 due to the lockdown. We intend to make it a landmark event with as many bells and whistles as we can gather.

This is a fantastic opportunity to join us on our journey and to ensure that our regional representatives achieve the best PR and media support they deserve as part of our drive to showcase what we are about.

We are looking for volunteers who will:

- have broad PR/media experience with excellent written and oral communication skills, acting as a two-way conduit between your area of responsibility and the national Communications Officer
- be a local advice source on PR and publicity and encourage proactive promotion of local activities and the benefits of U3A membership
- be a natural communicator, confident in forging strong relationships with your region, the media, and other stakeholders, identifying opportunities to work together
- be able to co-ordinate effective and consistent external communication for the U3A at a regional level
- understand multi-channelled publicity that is of a high quality and communicates an effective and positive message, including the use of social media
- be a brand champion for the publicity materials and adherence to the corporate identify

- develop regional marketing campaigns where appropriate, in line with national policy
- attend events at a regional level
- monitor coverage and provide regular high-quality reports to the national Communications Officer
- actively promote diversity and equality of opportunity, treating everyone with dignity and respect and avoid unlawful discrimination.

For an informal discussion contact by an email [sue.stokes@u3a.org.uk](mailto:sue.stokes@u3a.org.uk) or call 07931 865903