



# Area Publicity Officer

## 1. The role

---

Purpose of Role	To ensure that the charitable work of the Ramblers' Association is given a high profile in the Area. It is a role which focuses on non-members. Through this work, the RA will become more effective by winning over more support from the public either through greater awareness or through increased membership.
Duties	<p>The specific ways that an Area Publicity Officer will carry out their role will vary. They will depend on the skills and interests of the Officer and the committee as well as the resources available in the Area. They may include:</p> <ul style="list-style-type: none"><li>• Producing an attractive display to publicise the RA and arranging for it to be used in locations such as local libraries, local events, popular walking spots etc</li><li>• Contacting local media through press-releases, articles or letters to highlight the issues facing walkers and the contribution being made by the RA.</li><li>• Getting promotional RA literature distributed to prime locations around the Area.</li><li>• Talking to local walking groups, affiliated walking clubs or other groups about the important work of the RA.</li><li>• Ensuring the Area website features a section which clearly publicises the work of the local RA</li></ul>
Skills & Experience	<ul style="list-style-type: none"><li>• A passion for walking and an affinity with all the charitable aims of the RA.</li><li>• A keen interest in working to convince non-members that the work of the RA is active and relevant to all those who walk and appreciate the countryside.</li><li>• Great communication skills which can communicate the often complex, or on-going work of the RA in an accessible way to non-members. Previous experience of publicity or marketing would be great.</li></ul> <p><u>Desireable</u></p> <ul style="list-style-type: none"><li>• Computer-literate, comfortable with the internet and word-processing.</li></ul>
Support available	A handbook is available from the Publicity Team at Central Office. General volunteer support is available through the Volunteer Support Team

## 2. Further information

---

Mariusz Wilczynski, Membership Development & Publicity Officer

**Tel:** 020 7339 8536; [mariuszw@london.ramblers.org.uk](mailto:mariuszw@london.ramblers.org.uk)

For more general queries about volunteering:

Andrew Chadwick, Volunteer Development Manager,

**Tel:** 020 7339 8520; [andrewc@london.ramblers.org.uk](mailto:andrewc@london.ramblers.org.uk)