



# Group Publicity Officer

## 1. The role

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Purpose of Role	<p>To enable the Ramblers' Association to grow by attracting new members and supporters.</p> <p>To enable your Group to flourish and grow by attracting new members.</p>
Duties	<p><b>Primary</b></p> <p>To promote your Group and its activities to non-members in and around your Group's patch. This might be done, for instance, by</p> <ul style="list-style-type: none"><li>• Producing publicity material about your Group (e.g. posters, leaflets, displays) and arranging their distribution in suitable local locations</li><li>• Keeping the local media informed about your Group's activities through articles, regular features or advertisements.</li><li>• Organising publicity stands at local fairs or public places (e.g. market places, popular walking locations)</li><li>• Setting up a Group website and keeping this updated regularly with upcoming walks, local campaigning work and information about your Group</li></ul> <p><b>Secondary</b></p> <p>To promote the Ramblers as a whole by distributing national publicity leaflets sent to you annually from Central Office.</p> <p>(NB. This aspect of the role may be shared with or delegated to other Group members. Contact our Membership Development Team for more information)</p>
Useful 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>• Effective communication skills. Previous experience of publicity or marketing would be great.</li><li>• Ability to think creatively and to get new ideas going</li><li>• Able to enthuse other Group members and to win over a handful to help out with occasional tasks.</li><li>• Computer-literate, comfortable with the internet and word-processing.</li></ul>
Support available	<p>The Membership Development Team at Central Office has many resources available. These include templates of posters and leaflets, logos, "special offer" membership forms for events etc). The Team is also available to support and advise on the phone or email and can also put you in touch with other Group Publicity Officers.</p>

## 2. Further information

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