

NORTH DOWN & ARDS u3a

ROLE DESCRIPTION

COMMUNICATIONS CO-ORDINATOR

The continued success of the North Down & Ards u3a (the u3a), its growth potential and its ability to encourage more active participation from the membership depends, in a large part, on good communications. This includes internal communications with members and external communications with the wider community. The role of the Communications Co-ordinator is to support the u3a by maximising the effectiveness of those internal and external communications.

The main duties are: -

- Ensuring accurate, consistent and up-to-date information about the u3a across all platforms.
- Monitoring the effectiveness of all communication platforms.
- Writing and editing press releases, and identifying/sourcing articles of possible interest to Third Age Matters.
- Acting as a conduit between the Committee and eZine team.
- Liaising with the Committee regarding other communication materials.
- Editing and advising on the delivery of information to members, potential clients or stakeholders (e.g. for funding etc).
- Coordinating the publicity of various promotional projects e.g. Open Days, special visits etc.
- Working with appropriate social media platforms to deliver the u3a's message- blogs, vlogs and podcasts.
- Developing and maintaining relationships with various media outlets including NVTV.

Note. This description is not intended to be all-inclusive. The post holder may be asked to undertake other related duties to meet the ongoing needs of the North Down & Ards u3a.

APPROVED BY THE COMMITTEE 11 April 2025

REVIEW DATE 2027

April 2025