

Publicity Officer - Club Job Description

General Responsibilities

- To organise production and distribution of cost effective advertising within the WK-IVC area and ensure that advertising is placed as requested.
- To co-ordinate with the membership secretary to establish effectiveness of advertising.
- To co-ordinate with the Activities Co-ordinator if a new area is being targeted for advertising to ensure that suitable and adequate events can be included in the programme.
- To maintain a list of local contacts who can be used for local advertising.
- To seek alternative means of advertising throughout the WK-IVC area, assessing potential based on the experience of other WK-IVCs or previous WK-IVC experience if appropriate.