



POSITION: Publicity Officer

OVERVIEW

The role of the Publicity Officer is to profile and promote their club within the local community, increasing the awareness of VIEW and strengthening public interest to attract prospective members.

Promoting VIEW clubs informs the public that VIEW is a valued part of The Smith Family exclusively supporting the education of disadvantaged Australian children and young people.

The duties and responsibilities are to:

- Drive enquiry/drive interest/increase members to VIEW and at the same time increase community awareness around the fact that VIEW clubs support The Smith Family and make a difference to the lives of disadvantaged Australian children.
- Communicate VIEW key messages and information by publicising club's activities through a variety of local community, regional media and social media (newspaper and online articles and community radio). This could also include a club newsletter for members.
- Ensure Media Releases received from National Office are customised to club's events and activities and forwarded to local or regional media outlets.
- Set up and maintain club's Facebook page and promote all club's activities through social media.
- Ensure club website page is up to date and correct.
- Inform club members of any media coverage the club has received.

NOTE:

Always use up to date information. If you are including statistics or information about VIEW and The Smith Family check with your Zone/National Councillor or Executive Mentor.

Ensure that all members have signed a **Photograph Consent** form to be used for any media events associated with VIEW and The Smith Family. These forms are available on the VIEW.org.au website – Media Reproduction Authority

The responsibility for publicising Zone Conferences and Area Galas rests with Zone/National Councillors.

All National Events and other National initiatives such as National Convention rests with VIEW National Office.

Remember - everything discussed at a committee meeting is CONFIDENTIAL and stays in committee. It should not be reported outside the meeting except to the Zone and National Councillor if considered necessary by the committee.