



## **Job description: Publicity Officer**

The BWA is seeking a Publicity Officer to work closely with the Chairman of the BWA Richard Waite and the BWA National Council as well as Regional Leaders.

We accept that we are unlikely to find someone within our membership who has a deep experience of publicity and the media, hence we are looking for an enthusiastic volunteer who would be interested in taking on this role, but who would not be expected to be an expert.

### **Introduction**

#### **Our definition of publicity**

Publicity is the means of conveying information to the general public through the media. Publicity has only one purpose – to get information across to as many people as possible within the shortest time frame.

#### **Target Audience**

Our target audience is fourfold:

- our members
- the general public
- potential partners
- potential sponsors

#### **Different Types of Publicity**

There are two major types of publicity – offline publicity and online publicity.

Offline publicity includes print media (newspapers, magazines, journals, etc); television and radio.

Online publicity is done through any internet-based platform. Such online publicity techniques are: our website; email communication; blogs; and Facebook and Twitter publicity.

### **Responsibilities**

The Publicity Officer is responsible for ensuring that the club receives the widest possible media coverage.

The Publicity Officer is a member of the BWA National Council.

### **Duties**

The duties of the role would ideally include, to:

- publicise and promote all national events
- write and distribute media releases concerning upcoming national events and BWA activities and achievements
- act as a point of liaison for the media at all national BWA events
- develop and maintain a close working relationship with relevant media personnel



- work with the BWA Website Manager to remove expired, and add new, content in order to keep the website fresh and up-to-date
- attend National Council meetings and participate in Council email discussions
- help with the publication of the Woodcarvers Gazette by assisting with the sourcing of articles, stories, interviews and profiles etc for inclusion in the Gazette and other national publications
- prepare and supervise the production of publicity brochures
- develop the BWA's social media strategy
- manage and update information and engage with users on social media sites such as Facebook and Twitter
- keep a record of all press cuttings

### **Skills and experience required**

Ideally, the Publicity Officer should have a good knowledge of the workings of the various elements of the media in order to represent the BWA in the best possible light. However, someone without direct media experience would also be considered for this role.

Ideally the Publicity Officer should:

- be well organised, enthusiastic and confident
- be a good communicator
- possess a sound knowledge of the BWA and have an interest in, and some knowledge of, wood carving
- have good written and word processing skills
- have a working knowledge of social media
- be prepared to make a regular time commitment to the role
- be able to demonstrate creativity, imagination and initiative