

ROLE PROFILE REGIONAL PUBLICITY OFFICER



The Role:

The Regional Publicity Officer works to publicise RDA activity within the region, with the aim of encouraging new participants, new volunteers and financial support for RDA.

Responsibilities:

- Using media and promotional tools as appropriate to publicise RDA within the Region, this may include newsletters, websites, social media or stories in the press
- Sharing good news from within the Region with RDA National Office
- Working with RDA National Office to take advantage of relevant publicity opportunities as they arise with local or national press or sponsors / supporters.
- Attending regional committee meetings and updating regional officers on relevant promotion and publicity activities.
- Carrying out such responsibilities as may be delegated from time to time by the Regional Chairman

Method of Appointment:

- A Regional Publicity Officer will be appointed by the Regional Committee.