

Area Publicity Officer



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| Role type: | Publicity |
| Main purpose of the role: | To ensure that the charitable work of the Ramblers is given a high profile in the Area. It is a role which focuses on non-members. Through this work the Ramblers will become more effective by winning over more support from the public, either through great awareness or through increased membership. |
| Duties: | <p>The specific ways that an Area Publicity Officer will carry out their role will vary. They will depend on the skills and interests of the Officer and the committee, as well as the resources available in the Area. They may include:</p> <ul style="list-style-type: none">• Producing an attractive display to publicise the Ramblers and arranging for it to be used in locations such as local libraries, local events, popular walking spots etc• Contacting local media through press-releases, articles or letters to highlight the issues facing walkers and the contribution being made by the Ramblers• Getting promotional Ramblers literature distributed to prime locations around the Area• Talking to local walking groups, affiliated walking clubs or other groups about the important work of the Ramblers.• Ensuring the Area website features a section which clearly publicises the work of the local Ramblers. |
| Skills and experience: | <ul style="list-style-type: none">• A passion for walking and an affinity with all the charitable aims of the Ramblers• A keen interest in working to convince non-members that the work of the Ramblers is active and relevant to all those who walk and appreciate the countryside• Great communication skills to communicate the often complex or on-going work of the Ramblers in an accessible way. Previous experience of publicity or marketing would be great. <p><u>Desirable</u> Computer-literate, comfortable with word-processing, the internet and the social media.</p> |
| Support available: | The marketing team at central office has many resources available. These include templates of posters and leaflets, logos, membership forms for events etc. The team is also available to support and advise on the phone or email and can also put you in touch with other Group Publicity Officers. |

Contact: The Marketing Team: publicity@ramblers.org.uk 020 7339 8500

