



Peterborough Diocesan Guild of Church Bellringers

Public Relations Officer Role Description

Role Description

- To present the Guild and ringing in general to the public and church authorities, in a good light, by making use of communication mechanisms available

Responsibilities

- To be a member of the Guild Management Committee
- Issue press releases as appropriate to advertise or inform the public of ringing events
- Maintain a list of newspaper and other print media contacts across the Guild at local higher level
- Develop a working relationship with local television and radio, such that items may appear in such media
- Act as a communications channel for local news items
- Work in consultation with diocese and CCCBR public relations officers/departments to promote ringing as part of national or diocese events
- Prepare advertising materials for relevant ringing events and promote these
- Produce reports on Guild events for publication in the Guild Newsletter, on the Guild website and other news media, as appropriate
- Act as the main content editor for the Guild website
- Obtain and distribute leaflets and printed material
- Maintain the Guild banners and other visual media
- Contribute to/maintain the Guild's Facebook and other social media presence
- Develop and maintain a selection of recruitment and publicity materials

Limitations

- The main role of the PRO is not to organise events themselves. Their role is to advise on how best to present events, to provide suitable material and to advertise events that are taking place across the wider community

Reports to

- Executive Committee
- Guild Management Committee

Main interactions

- Newsletter Editor
- Webmaster
- Branch PRO or equivalent post
- Diocese
- CCCBR
- External contacts

Expectations

- Will have suitable technology available to fulfil the responsibilities
- Will undertake safeguarding training to a suitable level (C0, C1) through the CofE

- Consider undertaking a DBS check and provide the results to the Guild for recording