**Community Publicity and Promotion Officer**

**Primary focus:**

The role of the Community Publicity and Promotion Officer is to publicise the activities of the community widely and ensure the IET is promoted to delegates attending events.

**Main duties and responsibilities:**

- To publicise the activities of the community extensively, reaching beyond the existing members to the wider engineering community and the general public
- Work with the volunteer Activity Organisers and the Community Marketing staff team to create digital and printed publicity to advertise the community’s activities
- Work with the volunteer Online Coordinator the Community Online staff team
- Work with the community marketing staff team to select the most appropriate formats and channels to reach the desired audiences, and to schedule production and distribution of material
- Identify media opportunities to publicise community events and activities
- Write news releases and liaise with the IET Communications staff for advice and support on contacting the media and for distribution lists
- Act as brand ambassador for the IET, ensuring that the IET brand is upheld at all times
- Ensure the IET Branding Guidelines are followed in all materials
- Ensure the Online Coordinator has current and accurate information to populate the website and the IET events calendar listing
- Ensure appropriate IET promotional material is available at every event to raise awareness of IET membership, products and services.

**Appointment method:**

Nomination to the post by the leadership team members

**Period of appointment:**

At the discretion of the leadership team, but preferably no longer than three years.

**Training:**

- Guidance from your Community Relationship Manager
- Guidance from the Community Operations Online Executive and Marketing Executives
- Support from the IET Communications Team
- Online access to the communities volunteer web area and online marketing resources eg: best practice guidelines, online toolkit, brand guidelines
- The experience of other volunteers and communities in publicising similar activities
Point of Contact:

The regular contact for this role will either be the Community Relationship Manager (if your community has one) and / or the Community Operations team – if in doubt, contact: community-operations@theiet.org

Communications:

When undertaking this role you can expect to receive:

- Regular contact from the staff team
- Regular contact from your governance group (CC or CRC)
- Regular emails from the Community Communications Manager.
- Ad-hoc queries from individuals keen to know more about your community
- Volunteer Update newsletter – monthly ebulletin

Resources:

The following resources are available to support this role:

- MyCommunity
- Online marketing toolkit
- Events toolkit
- Governance structure (CRC / CC)
- Volunteering Handbook
- Volunteer Gateway

Policies and Procedures:

This role is supported by the following policies and procedures:

Policies and Code requiring mandatory online sign-up:
- Anti-bribery and Corruption Policy
- Code of Conduct for Volunteers
- Data Protection Policy
- Equality, Diversity and Inclusion Policy
- Harassment and Bullying Policy
- Safeguarding Children and Adults at Risk Policy

Other Policies and Guidance:
- Community operating guidelines
- Business Cards and Email Address Policy
- Confidentiality of IET Documents
- Conflicts of Interest Policy
- Expenses Policy
- Gifts and Hospitality Policy
- IT Acceptable Use Policy
- Managing Disagreements Guidelines
- Plagiarism Policy
- Social Media Policy
- Travel Insurance Guidelines
- Whistleblowing Policy (Fundraising)
Person specification:

- If serving a local network, preferably permanently resident within the appropriate geographic area
- If serving a technical network, preferably with current / recent professional experience in the area of specialism.

Date Updated: June 2018 (policies list updated only)