

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 Hub](#) web area

Policies and procedures:

Upon engagement you will be provided with access to our e-learning portal to undertake the following activities:

- [Online sign-up to Policies and Code of Conduct:](#)
 - Anti-bribery and Corruption Policy
 - Anti-slavery 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](#) to support you in your role:

- Business Cards and Email Address Policy
- Confidentiality of IET Documents
- Conflicts of Interest Policy
- Expenses Policy
- Gifts and Hospitality Policy
- IT Acceptable Use Policy
- Photography and Filming policy
- Plagiarism Policy
- Social Media Policy
- Travel Insurance Guidelines
- Whistleblowing Policy (Fundraising)
- Working Together Guidelines

Please refer to the [Volunteer Hub](#) for further guidance on policies and procedures.

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.

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