

BRANCH PRESS & PUBLICITY OFFICER

Purpose of the role:

To generate publicity for the Campaign for Real Ale (CAMRA) within the Branch boundaries.

Key Activities

- To act as liaison between the Campaign for Real Ale and members of the press and other media.
- To generate opportunities for media coverage including special events.
- To issue press releases on newsworthy topics.
- To foster relations with local media and keep records of media contacts, which should be made available to future successors to this position.
- To keep records of media releases sent by CAMRA centrally and act on them where appropriate.
- To act as the Branch contact to liaise with CAMRA's central Publicity Team.

Code of conduct

- To refrain from putting forward any personal points of view to the media that is against CAMRA's policy or might bring the Campaign into disrepute.
- To liaise with the appropriate Brewery or Pub Chain Liaison Officer where a media release is related to the organisation they are liaising with.

Time Commitment

- This role can take up as much time as you are prepared to give. Circa 2 hours a month is probably a minimum except at key times, which could be the local beer festival for example, when a higher level of commitment might be required.
- In addition, attendance at local Branch meetings is useful.

Skills etc needed

- Good writing skills
- Good interpersonal skills
- Access to a computer and the internet.
- Day and evening contact telephone numbers that can be published. A mobile number is fine as long as it can be used during the day on an ad hoc basis.
- An email address that can be accessed during the day.
- Ability to act as a spokesperson is usually useful but not always essential.

Support

- Support is available from CAMRA's central marketing and communication team (including list of local media contacts).
- Advice and guidance on CAMRA policy is available from branch committee members and where, appropriate, people who have previously held the post.
- The Campaigner will run articles on best practice, hints and tips from other branches from time to time. If you can sign up by emailing: membership@camra.org.uk, including your membership number and email address
- The CAMRA website is also a useful source of information: <http://www.camra.org.uk/pressofficers>.