

Role description for ALK officer
Post: Press and Publicity Officer



Press and Publicity Officer

The Association is administered by a small group of unpaid volunteers based in the UK.

This role's purpose is to raise the profile of the ALK and thus increase membership, and also to coordinate and support activities which improve communication between the ALK and its members. Day to day, the postholder is responsible to the Chairman for carrying out their role.

Whilst all our postholders are busy people with other lives to lead, and it is to a considerable degree up to each postholder to put their own personal stamp on these unpaid, volunteer roles, there are some expectations.

Here are the main ones:

PRINT MEDIA

- To draft copy and coordinate the design and print of the ALK publicity/ recruitment leaflet and poster
- To oversee the harmonisation of design, identity and presentation of all ALK's printed materials and publications, apart from LAMP, where liaison with the editor on brand, marketing and membership recruitment will be needed from time to time

PRESS AND PR

- To respond to press enquiries as appropriate.
- To issue Media Releases e.g. in advance of ALK AGM to press etc.

IT AND SOCIAL MEDIA

- To post copy on ALK Facebook page
- To support ALK Web Manager in improving and upgrading ALK web site.
- To support Membership Secretary, Events Organiser et al in gradual upgrading of ALK IT systems that have an outward focus

INTERNATIONAL LIGHTHOUSE HERITAGE WEEKEND

- To prepare information and literature packs for ALK Regional Representatives and for events organised during the weekend (August each year)

REGIONAL REPRESENTATIVES

- To support marketing and promotional activities undertaken by ALK Regional Representatives

EXPENSES

- The ALK will cover all reasonable expenses incurred by this postholder, but they must be agreed in advance with the Chairman.
- Travelling costs in connection with carrying out ALK duties will be reimbursed, if agreed in advance, from the main account (general admin travel expenses) or from the special events account (event planning travel expenses) provided receipts or retained tickets are supplied along with an expenses claim form. However it is expected that Regional Representatives will carry out local visits, venue inspections, boatmen negotiations etc in order to minimise such costs.
- Communicating with members and officers The main route for communicating with members and officers is by email, and it is a requirement that all postholders will have an email contact address and use this on behalf of the ALK.
- Postage costs where necessary will be reimbursed, if agreed in advance, on submission of the relevant expense claim form provided receipts are attached. Generally use 2nd class mail unless it's critical to use 1st class. Where a number of letters need to be sent, the Hurst Castle ALK Project Manager has, as at March 2014, the ability to send out franked mail which keeps the costs down significantly. He is normally willing to do mailings for the ALK so liaise with him as required.
- Telephone call costs on behalf of the ALK will be reimbursed if unavoidable but we would ask the postholder to ensure all reasonable steps are taken to have in place mobile/landline contracts that allow free calls to be made, at least at weekends and during evenings. Where reimbursement is to be applied for we ask that postholders call at times when call charges are lowest and that call times are limited to discussion of essential matters. An expense claim form must be submitted together with an itemised listing from the telephone provider. The norm is that most postholders do NOT charge telephone calls to the ALK and we do regard reimbursement as the exception rather than the rule.

WHAT DO YOU NEED TO CARRY OUT THIS ROLE?

This is for guidance of members considering applying for this post. Useful skills/experience which a volunteer could bring to this role might include all/some of the following:

- Experience in marketing, public relations or advertising
- An eye for good design, both on paper and in virtual media
- Strong interpersonal skills – ability to provide support and ideas for others to work with
- Good team player – awareness of what other ALK postholders are doing and the ability to adapt to, and integrate with, the work of others
- High level communication skills
- Attention to detail – ability to spot typographical errors and remedy them
- Passion for lighthouses and a natural ability to convey that enthusiasm to others!
- Ability to use email and Microsoft Word
- Regular internet access