

PR OFFICER JOB DESCRIPTION & TERMS OF REFERENCE

GENERAL TERMS

- To act on matters delegated by the board of directors.
- To liaise and consult with other committees where necessary.
- To contribute to the IFA's Business Plan.
- To consider safeguarding and equalities implications when undertaking all committee functions.

SPECIFICATIONS

- Relevant background and experience in public relations
- Relevant background and experience in complementary therapy
- Examples of work

QUORUM

The committee is free to determine their own quorum, but as a minimum this must be not less than three members of the committee present for a motion to be agreed.

MEETING

Meetings will be held as frequent as the committee see fit and are available to attend. The chair of the committee will determine if this is to take place physically or held by communicating via another method. The meeting will take place at the time and place as the agenda calling it.

REMIT & POWERS

Where a new project is proposed this will initially be approved by the board of directors before commencement. The board of directors will set out the reporting lines for various stages of the project or undertaking and once approval is granted of any proposal. Typically all reporting will be provided by the chair of the committee (who is also a director) so additional approval to continue its work would not be required.

RESPONSIBILITIES

- To establish annual goals, achievable and measurable targets.
- To establish and maintain a public relations contact list (media contacts etc.)
- To liaise and with the IFA's PR consultancy agency when preparing press releases.
- To establish and maintain a bi-monthly newsletter.
- To oversee the design, marketing, promotion and delivery of media campaigns.
- To participate in events such as health fairs, community awareness activities.
- To engage the membership to help increase involvement in activities of the committee.
- To working with other committees to inform your work.
- To collaborate with subject matter experts as needed for implementation of committee activities and strategies e.g. curriculum development committee members.
- To source charitable projects and other activities for the IFA to engage in to raise the profile of the charity and in furtherance of its objects.
- To assist in providing snippets and sourcing links for the IFA's social media platforms.