



## **Central Council of Church Bell Ringers**

### **Public Relations Officer Job Description**

The Public Relations Officer liaises with the Central Council President and works closely with the Communications & Marketing Workgroup.

The PRO is responsible for handling all aspects of planned publicity campaigns and PR activities on behalf of the Central Council of Church Bell Ringers (CCCBR), planning publicity strategies and campaigns, writing and producing presentations and press releases, dealing with enquiries from the public, the press, related organisations and ringers;

Specifically, but not limited to:

1. Promoting bell ringing wherever appropriate both internally to members and externally to non-ringers;
2. The PRO will work in conjunction with the Communications and Marketing Workgroup Lead to define and execute Internal and External communications plans;
3. To provide final approval of workgroup notifications to ensure consistency across groups;
4. The PRO will provide advice to CCCBR Officers on communicating formal statements;
5. The PRO is an ex Officio member of the Communications and Marketing Workgroup;
6. The PRO is required to attend formal CCCBR meetings;
7. The PRO will lead a sub-group to engage with public on social media sites such as Twitter and Facebook;
8. Update and maintain the Association/Guilds PRO email network to develop and maintain relationships between the CCCBR and Associations/Guilds
9. Action regular reports summarising ringing activities to promote the wider aspect of ringing to website and social media users;
10. Develop and maintain a planned schedule of publications for The Ringing World Ltd with the CCCBR Executive and Workgroup Leads;
11. Develop a blog/report or similar on CCCBR website for ringers/non ringers to follow and use in their own interest or development of ringing.
12. Develop "How to.." guidance to support public relations activity associated with recruitment and retention of ringers and Association/Guild/ Tower level.