

Anglian Potters Publicity Secretary

The overall duties of this position are to co-ordinate the publicity activities of the organisation and to manage the public perception of AP

This will be done in conjunction with other AP members who will do designated tasks such as managing our Facebook and Twitter accounts, managing the AP website, looking after our mailing list, doing posters for events and exhibitions etc

The publicity secretary will be able to also call on all AP members and the AP Committee to provide extra resource as needed

For the peaks of activity around exhibitions to work with the Exhibitions Organiser and the Selected Members Secretary

Tasks to be performed include:

- Set strategy for AP publicity in terms of a comprehensive understanding of what media and channels we will use and co-ordinating who does what amongst these
- Produce press releases and identify stories to run
- Build relations with editors and media in general
- Produce overall AP promotion information for general use, background information on an irregular basis
- Keep up to date lists of media contacts both print and online, including timings for
- Support the Exhibitions team in the run up, during and after shows by finding out publication dates for the various magazines we advertise in and sending material in time for any edition that comes out in time for the exhibitions.
- Collect data on media coverage as available

The Publicity Secretary is a member of the AP Committee