

HAIBB Job Description

Publicity Manager

Role Purpose:

To manage the public face of HAIBB through the printed and broadcast media

Role Focus:

- To work with the Board of Directors, and its officers, to develop an appropriate and effective publicity policy.

Key Responsibilities:

- To develop a Publicity Policy for HAIBB
- To develop and manage the relationship between HAIBB and the local printed and broadcast media
- To be the channel through which information about HAIBB is disseminated to the public
- To work to create an image of HAIBB which will raise awareness of the work of HAIBB, and which will encourage public giving
- To work closely with the Social Media and IT Manager to ensure a consistency between Social Media and the printed/broadcast media.

Key Relationships:

- HAIBB Chairperson
- HAIBB Board Members
- HAIBB Social Media and IT Manager
- HAIBB Officers
- Printed and Broadcast media personnel
- HAIBB Hospital Liaison officer

Line Manager: The HAIBB Secretary

Reporting to: The HAIBB secretary

Role Duration: Subject to Annual Review

Capability Profile		
Skills	Essential	Desirable
Good Communication Skills, written and verbal	X	
Good self management and organisational skills	X	
Reliable and committed	X	
Be confident in the use of IT	X	
Have experience of printed and/or broadcast media channels		X