



**Role description: ISA Executive (ISA) Publicity Officer**

*This opportunity profile is designed to give you an idea of what your voluntary work will involve. It highlights the commitments, skills and benefits you can expect from taking up that role.*

<p><b>Role:</b> ISA Executive Publicity Representative</p>	<p><b>Department:</b> Advice &amp; Representation Centre</p>
<p><b>Description:</b>          The Publicity Representative is responsible for designing and producing materials to positively promote the ISA and its activities and to gather and convey international student opinion to the ISA Executive and other bodies within the Students' Union and the University.           This includes producing publicity material, writing articles for Impact (the student newspaper) and liaising with the <a href="#">Student Officers</a> and the Students' Union Marketing team.</p>	
<p><b>Duties and Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Effectively publicise the group's activities.</li> <li>• Publicise the meetings, events, campaigns and work of the ISA.</li> <li>• Attend ISA Executive Committee meetings.</li> <li>• Liaise with other committee members in order to produce appropriate literature, especially Events Representative and Web Representative.</li> <li>• Help co-ordinate Activities Fair stand.</li> <li>• Ensure the group works to the Students' Union rules regarding promotional material, including authorisation stamps and expiry dates.</li> <li>• Liaise with <a href="#">Bathimpact</a> (Students' Union newspaper) and encourage the publication of ISA relevant articles as well as other media groups in the University.</li> </ul>	<p><b>Time Commitment:</b></p> <ul style="list-style-type: none"> <li>• 1 hour per month for the ISA Executive Committee.</li> <li>• 0.5 hours per week (approx.) producing publicity material or news items.</li> <li>• Liaising with Student Officers, ISA Executive members and external contacts as appropriate.</li> </ul> <hr/> <p><b>Venue:</b> No single venue, but the International Coordinator is based in 1E3.5</p> <hr/> <p><b>Supported by:</b></p> <ul style="list-style-type: none"> <li>• International Coordinator</li> </ul>

<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• To increase recognition for the ISA and members through various means of publicity.</li> <li>• Develop collaborations with appropriate groups.</li> <li>• Develop transferable skills of leadership, communication and planning through training and experience.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Education Officer</a></li> <li>• <a href="#">Community Officer</a></li> </ul> <hr/> <p><b>Training:</b> In-house training from <a href="#">Skill Training</a>, Advice &amp; Representation and the Societies team in:</p> <ul style="list-style-type: none"> <li>• Marketing</li> <li>• Website &amp; publicity.</li> <li>• Sponsorship.</li> </ul>				
<p><b>Useful previous skills and experience:</b></p> <ul style="list-style-type: none"> <li>• Organisational skills.</li> <li>• Communication skills.</li> <li>• Enthusiasm and imagination.</li> <li>• PR experience would be useful.</li> </ul>	<p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>• Free training.</li> <li>• Meet new people.</li> <li>• Enhance your CV.</li> <li>• Gain experience in marketing and public relations and in representation.</li> </ul>				
<p><b>Skills Gained:</b> Participating in this opportunity will enable you to develop and practice the following skills (marked ✓ )</p>					
Written communication	✓	Teamwork	✓	Financial management	
Verbal communication	✓	Time management	✓	IT	✓
Delegation	✓	People management		Marketing	✓
Decision-making		Negotiation		Planning	✓
<p><b>For further info contact:</b> International Coordinator 1E3.5 <a href="mailto:international@bath.ac.uk">international@bath.ac.uk</a> 01225 385887</p>			<p><b>Website:</b> <a href="http://www.bathstudent.com/isa/">www.bathstudent.com/isa/</a></p>		