

Role Description: RAG Publicity & Outreach Officer

Role:

RAG Publicity & Outreach Officer

Department:

RAG, Volunteer Centre

Duties and Responsibilities:

- To co-ordinate the public image of RAG, and oversee any general publicity
- To organise key publicity opportunities
- To promote the general RAG fundraising page
- To work with Event Officers to promote events
- To provide support and advice to volunteers regarding publicity ideas
- To be aware of SU marketing guidelines
- To liaise with Hall Reps and student groups to promote RAG events
- To encourage student groups to organise and participate in fundraising activities

Time Commitment:

5-7 hours per week

Venue:

Various

Responsible to:

RAG committee and membership, Volunteering Coordinator

Opportunity:

- To set the direction of RAG's publicity
- To work with a range of student groups on fundraising activities
- To support promotion of events

Benefits:

- Acquisition of graduate skills, such as organisation, leadership and time management.
- Chance to make a difference in local community
- Meeting a variety of like-minded individuals

Useful previous experience/skills needed:

- Communication skills
- Marketing and publicity experience

Training and Support:

- Administrative support from the Volunteer Centre
- Management support from the SU's Events Committee
- Training sessions through the SU

Skills Gained: Participating in this opportunity will enable you to develop and practise the following skills (marked) *Skills required for The Bath Award

Teamwork*	X	Delegation		Financial Management	
Verbal Communication*	X	Negotiation		I.T.	X
Written Communication*	X	People Management		Organisation/ Planning	X
Leadership*	X	Time Management	X	Creativity	X
Commercial Awareness*	X	Marketing	X	Initiative	X
Problem Solving*	X	Decision Making	X	Public Speaking	

For further info contact: Students' Union Community Officer sucommunity@bath.ac.uk 01225 384223

Website: thesubath.com/rag/