

Comms responsibilities

<i>Overarching Responsibility</i>	Specifics	How	Action required by others
<i>PR</i>	Port of Call in relation to Press or other PR related enquiries	<ul style="list-style-type: none"> - Build up relationship with external organisations 	
	Write material promoting <ul style="list-style-type: none"> - TBI, values, aims - our events 	Via:- <ul style="list-style-type: none"> - Press/ Radio/Magazine (esp Chatterbox and Muir Matters) releases, - TBI Newsletter, - Coordination of poster dissemination, - social media postings - Website management and editing 	<ul style="list-style-type: none"> - Event organisers to send detail to Sheila a month before event to facilitate effective promotion - Event organisers to oversee photos are taken of event (esp incl young people if possible) and sent to Sheila - For inclusion in Chatterbox deadlines are beginning Feb/May/Aug/Nov so info needs to be with Sheila 2 weeks before
<i>DESIGN</i>	Oversee design of posters and other materials as required	<ul style="list-style-type: none"> - Via use of Canva (basic templates for poster, advert, banner, display board) - Sheila to liaise with Joni 	
<i>'ONE OFF' marketing</i>	Design, Printing and Distribution of leaflets as necessary	Incl:- <ul style="list-style-type: none"> - Annual Markets leaflet - Core TBI info leaflet - Travel maps - etc 	Outsourced to paid-for design skills, printers.