

**BRANCH PUBLICITY OFFICER
ROLE DESCRIPTION**

INTRODUCTION

SSAFA is a national charity helping and supporting those who serve in our Armed Forces, those who used to serve and the families of both. One day's paid service in any of our Armed Forces is all that is needed to qualify for assistance from SSAFA. Our network of volunteer Branches and Service Committees provides support to the Armed Forces and veterans community. Currently SSAFA has 92 Branches and 65 Service Committees worldwide.

The Branch Publicity Officer is responsible to the Branch Chairman for publicising the work of the Branch (including Divisions) by co-ordinating all local press, publicity and public relations activities to ensure that eligible clients are aware of how to access support, raise awareness of the work of SSAFA and help recruit volunteers. They are supported by the Regional Marketing & Communications Officer at Central Office and the Branch Secretary, as well as the Volunteer Support and Regional Fundraising Managers (VSM and RFM).

Branch Publicity Officers receive local induction training and should attend a Communications and Marketing Workshop within a year of joining the organisation. Interviews and references are part of the recruitment process.

A forces background is not essential, a driver's licence is beneficial for some geographical areas and IT skills are necessary. All volunteers are required to adhere to Our Volunteer Policy.

Duties of a Branch Publicity Officer include:

- Using priorities from the Branch Chairman, development of a Branch Publicity Plan to focus effort to best effect.
- Ensuring a high local profile for the Branch by utilising the SSAFA website for publicity materials and the experiences, contacts and talents of Branch members. This shall include publicising, for example but not limited to:
 - ✓ Fundraising activities.
 - ✓ SSAFA events being organised – or where SSAFA will be attending other events.
 - ✓ SSAFA's work, using case studies where possible (with full regard to permission and confidentiality requirements – advice from Central Office Marketing and Communications should be sought).
 - ✓ Recruitment advertisements for new branch members.
 - ✓ The aims and objectives of SSAFA.

- Maintain an awareness of any local events or places where SSAFA could be represented or leaflets/posters could be displayed eg; local libraries etc.
- Raising awareness of the Association, including using social media and local websites, and maximising opportunities to locally display and distribute leaflets, posters and other publicity material. SSAFA's social media policy can be found on the extranet.
- Developing and maintaining personal contacts with local press, television and radio outlets through articles and interviews.
- Maintaining up to date stocks of publicity material for the Divisions and Branch - available from Central Office and the SSAFA website.
- Working with branch fundraising staff to support events, including the provision of help with displays and the design of event posters and literature.
- Liaising with Central Office Marketing and Communications to promote branch good news stories for wider circulation through SSAFA's publications and social media avenues.
- Liaison with the Marketing and Communications Team at Central Office for assistance with:
 - ✓ Communication and Marketing guidance notes, including appropriate branding.
 - ✓ Design work from the in-house graphic designer & templates system
 - ✓ The use of case studies (note permissions and confidentiality).
 - ✓ Publicity materials eg: videos, leaflets, posters, wristbands etc.
 - ✓ Presentation slide packages and speaker notes.
- Ensuring that all publicity complies with SSAFA's branding styles, promotes current key messages and enhances the Association's good name.
- Liaison with the Regional Marketing & Communications Officer at Central Office and the Volunteer Support and Regional Fundraising Managers (VSM and RFM).
- Provision of appropriate reports to the Branch Chairman for use at executive meetings and the Branch AGM.
- Ensuring that all data processed or held as part of the role, is processed and held strictly in accordance with SSAFA's data management policies and procedures.
- Complying with and promoting SSAFA values and standards, including the code of confidentiality.

Further advice and guidance can be found in **Duties and Responsibilities of Branch and Service Volunteers**, dated 21.10.2015.