

BERKS BUCKS & OXON FLOWERS

bbandoflowers.org.uk

BB&O Media Officer Role Description - July 2023

Scope

The Area Media Officer is an elected member of the Finance & General Purposes (F&GP) committee which is responsible for area management. The remit of the media officer is to lead a team, which delivers:

- BB&O Area Website (currently via Wordpress)
- Monthly electronic (newsletter via Mailchimp)
- Area flickr site of photos
- Area facebook and other social media
- Printed publicity material, eg area flier, complimentary club visit cards

Each of these activities is shared by more than one team member. New team members are encouraged to take on one or more of these activities before taking on the role of Media Officer.

In addition, when appropriate, ad hoc information should be provided by the team to:

- NAFAS and other websites
- Local community websites
- Local press, radio and TV
- National publications – The Flower Arranger, Fusion Flowers etc
- Social network pages – Facebook, Twitter, Instagram, TikTok etc
- Publicity stands - even at events where BB&O is not the main organiser

Meetings

As a member of F&GP the media officer should normally:

1. Produce short reports for 2 area Zoom council meetings/year, 1 area council meeting in Benson and the AGM in Benson.
2. Attend these meetings if possible and provide report updates if appropriate. Meetings last c1.5 hours.
3. Produce short reports and attend 5-6 F&GP meetings/year on Zoom. Meetings last c2 hours
4. Organise 3-4 media team meetings/year. Meetings last 1-2 hours.

However it should be noted that it is not mandatory to attend all these meetings. This is a voluntary role so family life, travel and other commitments may take precedence at times.

Job Rewards

As a recognition of the effort involved, and to cover miscellaneous incidental expenses such as home printing, the media officer receives an £250/year honorarium.

All members of the team learn useful technical skills and become involved with area and club activities outside the scope of their own club.

Shirley Sexton

BB&O Area Media Officer (mediaofficer@bbandoflowers.org.uk)



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