

National Back Exchange - Public Relation Officer Job Description and Procedures

See also *Calendar of Events*

No	Task	Timscale	Procedure
1.	Promote the Aims and Objectives of NBE	Ongoing	<ul style="list-style-type: none"> • Liaise with other relevant organisations, professional and national bodies via email, telephone, letter and visits in person.
2.	Raise Awareness of NBE Nationally and Internationally	Ongoing	<ul style="list-style-type: none"> • Contact relevant organisations, journals, television, radio and newspapers with information on forthcoming events and publications and other information as agreed with the National Executive Committee. • Liaise with the Column Editor on the development of the information packs to be used as promotional material for NBE • Promote the annual conference by liaison with other organisations • Design flyers for the conference with the conference chair and arrange distribution (reciprocal arrangements where possible) with other organisations. Ensure that these are produced in time for publication for relevant publication
3.	Raise the profile of NBE	Ongoing	<ul style="list-style-type: none"> • Work to the marketing strategy
4.	Chair the Website Sub Committee	Ongoing	<ul style="list-style-type: none"> • Develop website opportunities. Develop website to promote the aims and objectives of NBE and to provide a service to members • Liaise with the Library, Research and Information Officer regarding the content and quality of the website
5.	Executive Committee Meetings	7 meetings per year	<ul style="list-style-type: none"> • Attend executive meetings and forward agenda items to the National Secretary 2 weeks in advance of the executive committee meeting and forward an officer's report to the Executive Secretary 2 weeks in advance of the executive meeting. • If apologies are sent for two consecutive meetings, attendance at the next meeting is to be discussed with the Chairman.
6.	Maintenance of Operational Cover	As required	<ul style="list-style-type: none"> • During periods of annual leave or absence the PRO may be asked to undertake delegated roles to ensure a professional service to the membership is maintained.
7.	Annual General Meeting	Annual or as per Constitution	<ul style="list-style-type: none"> • Attend annual general or extra-ordinary meetings.

8.	The Column	1 st January, 1 st April, 1 st July, 1 st October	<ul style="list-style-type: none"> • As Editorial Chair liaise with the Column Editor, Administration Office and the Printers regarding the number of issues required • Chair meetings with the Editor Team of the Column on a minimum of two occasions annually to specifically discuss Column production and content • Communicate with the Editor of the Column on a monthly basis to discuss Column production and content • Feedback to the Executive Committee at each Executive Committee meeting • Ensure that any material from the PRO, for inclusion in the Column is forwarded to the Editor of The Column.
9.	Conference Delegate Evaluation	September/ October	<ul style="list-style-type: none"> • PRO to manage the collation and analysis of the previous conference evaluations for the delegates, speakers and exhibitors. • Evaluation Report to be submitted to Column by 1st October
10.	Press Releases/ Position Statements	As required	Liaise with the Chairman in order to release press or position statements in line with agreed guidelines.
11.	Retain copies of all National Back Exchange Strategic & Operational Documents	Monthly	To forward copies of all correspondence to the Administration Office for safe keeping as “ back up”
12	Risk Management strategy	Ongoing	To act in accordance with the Association’s risk management policies and procedures and advise the Trustees and members on risk issues in the post holder’s area of responsibility
13	Professional Conduct	Ongoing	In accordance with the Nolan Principles of Public Life, declare any potential conflict of interest before the item is discussed at an Executive Committee meeting
13	Mentorship	On retirement	Prior to retirement from the post, to actively recruit a successor and to provide mentorship to the successful applicant from the Annual General Meeting at which they are elected to the Business Planning Weekend the following February.