



Promotional Assistant

Purpose of the role

- To help publicise the work of the CAB.
- To let people know the benefits of volunteering at the CAB.

Main duties and responsibilities include:

- Going to external organisations to help promote the CAB - this could be by giving a talk or speaking to the manager and leaving posters, leaflets etc.
- Collating bureau materials to form a publicity pack.
- Revamping current publicity materials where necessary.
- Writing press releases.
- Developing links with the local media.

Personal skills and qualities that a media /publicity worker needs:

- Understanding of, and commitment to, the aims and principles of the CAB service and its equality and diversity policies.
- To be able to work as part of a team.
- Excellent communication skills, both oral and written.
- Friendly and outgoing.
- Ability to communicate with people at all levels.
- Able to develop links in the community.