**ROLE DESCRIPTION  
PUBLIC RELATIONS OFFICER**

Every local institute must elect a public relations officer at its Annual General Meeting to hold office for the ensuing twelve months.

The public relations officer must ensure that details of the institute’s activities, appointments and awards are publicised and communicated appropriately to the membership and to the wider market as necessary.

Remember, the role of the local institute is primarily to adopt the objectives of the CII, as defined in its Charter and Bye-laws, for the benefit of your local members, prospective members, students and the local insurance and financial services community.

Consequently, the public relations officer should develop a close working relationship with the CII at Aldermanbury and also with the Regional Membership Manager for the region.

**Main responsibilities**

The role will involve, but may not be limited to the following:

* Decide what is the “appropriate” vehicle for communication; website, newsletter, professional publication (including CII Journal or Network News), e-mail, flyer, personal letter or telephone.
* Agree with council the strategy for publicity and formulate a plan for implementation.
* Report regularly to council on both the communications and success rate, recommending any revision to the plan.
* Keep the local institute website up to date ensuring all events and activities are promoted.
* Manage the local institute e-communications including e-flyers and any social media presence.
* Deal with the media on behalf of the local institute ensuring that details of any such media involvements are immediately communicated to the CII.
* Ensure that any press releases are distributed in a timely manner.
* Actively promote the local institute to local organisations and relevant professional bodies.

**Additional notes**

1. The role of public relations officer will normally be undertaken for a term of one year although the constitution of the local institute allows for a longer period.