



CANBERRA QUILTERS INC  
SINCE 1976

# Canberra Quilters Inc.

ABN 49 327 425 805

## **Duty Statement – Publicity Officer**

As a member of the Canberra Quilters' Committee, the Publicity Officer contributes to managing the affairs of Canberra Quilters to enable the organisation to meet its aims and objectives through the public promotion of the organisation in the general media and on social media platforms. These duties are undertaken in accordance with the Canberra Quilters' Constitution.

### **General:**

- Be friendly, welcoming and inclusive of all members, visitors, and guests.
- Encourage all members to be friendly, welcoming and inclusive of all other members, visitors and guests.
- Liaise with the Committee regarding Canberra Quilters publicity requirements.
- Liaise regularly and closely with the Communications Officer, Sponsorship Coordinator, Newsletter Editor and Exhibition Coordinator in relation to new sponsorships and/or updating/removal of existing sponsorships, and associated publicity requirements.

### **Committee Meetings:**

- Provide a Publicity Officer's report at the appropriate agenda item for the monthly Committee meetings from January to November; being aware of events coming up in our region that pertain to our members.
- The Committee as a whole approves spending by the group. The Treasurer will seek approval for spending at committee meetings or via emails if it is urgent.
- You attend exhibition sub-committee meetings each month and at other times if necessary.

### **Members' Meetings:**

- Attend Thursday evening meeting and other members' meetings when possible to advise members on Canberra Quilters' publicity requirements/opportunities.

### **Connecting Threads, CQ Website and Blog:**

- Notify the Newsletter Editor of any relevant items in time for the newsletter deadlines. Deadlines are the evening meetings in February, May, August and November.
- Monitor web page content whenever browsing the site and notify the Website Coordinator of any updates/corrections needed.



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## **Main responsibilities:**

- Public promotion of Canberra Quilters is the responsibility of the Publicity Officer. Much of the work revolves around Canberra Quilters exhibition but also extends to other events and activities where Canberra Quilters is involved.
- Media releases includes radio, paper, social media forums.
- You co-ordinate with the Sponsorship Coordinator and the rest of the committee.
- Review promotional material throughout the year, to ascertain whether new material, additional printing or changes are required.

### **1) Before and after the exhibition:**

- Coordinate production of an exhibition flyer in conjunction with Exhibition Coordinator. This is undertaken in time to meet exhibition and other event promotional requirements.
- Coordinate distribution of flyers to members, quilt shops, sponsors, etc.
- Advise magazines and publications of date of exhibition, mindful of their three-month lead time.
- Provide sponsors/businesses partnered with Canberra Quilters, craft show publicity.
- Write media release in conjunction with President and Exhibition Coordinator, for sending to local media outlets two weeks before exhibition.
- Arrange for the posting of exhibition updates on CQ social media as appropriate – prior, during and post the event.
- Coordinate displays in ACT Public Libraries prior to the exhibition if possible.
- Contact and provide magazines with images and details about the exhibition and its outcomes.
- Obtain a copy of the exhibition photos to answer requests from magazines for photos after the exhibition.

### **2) For the rest of the year:**

- Write as appropriate guild round-up for magazine publication e.g. Quilters Companion.
- Provide flyers or other promotional material to coordinators of other events attended by Canberra Quilters, such as the Royal Canberra Show, Connect and Participate Expo etc.
- Coordinate Canberra Quilters' participation in available public events throughout the year, to promote the guild and seek new membership.



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## Other duties:

- Develop initiatives to broaden opportunities for publicity regarding Canberra Quilters.
- Liaise with the Communications Officer in the development of a “media” policy for CQ for the use of internal communication, links to the Blog and other social media platforms.

Cover such things as: who can post, what sort of content, what is acceptable/not acceptable, how to delete the unacceptable, do we have a closed Facebook page (and if so how is access managed), etc.

- Liaise with the Sponsorship Officer for the posting of information about sponsors and sharing of regular updates through social media regarding sponsors and Canberra Quilters.
- Advise the Secretary of amendments/additions to the Perpetual Calendar.
- Advise the Communications Officer of any items of interest for the information bulletin.
- Accept gracefully all member feedback – concerns, suggestions or compliments. Take action where needed.
- If appropriate outcomes are not achieved work with the Committee to make improvements.
- Remember – this duty statement is not a stagnant document and requires updating often.