Llandaff & Monmouth DACBR

Job Description – Community Outreach Officer

Main responsibilities

Raise awareness of ringing in our local community.

Engage with the general public so they are positively disposed towards ringers and ringing and would be happy if members of their family wanted to learn to ring.

Act as a point of contact for towers who want to know more about how to go about an effective recruitment campaign and signpost them to appropriate resources.

Co-ordinate recruitment efforts to increase the supply of learners with the potential to progress to ringing in the Red Zone and become the teachers, tower captains and branch officers of the future.

Specific Duties

Engage with the Central Council's Recruitment Network and Young Ringers for Ringing 2030 workstreams to ensure our recruitment efforts are in line with national initiatives.

Recommend where we should be present on social media. Plan and implement a social media strategy to raise awareness of ringing locally.

Liaise with the webmasters for the Association and Learn to ring Wales website to ensure information aimed at non-ringers is fresh, relevant and "on message".

Engage with branch officers and towers to share best practice, encourage them to recruit people who have the qualities to progress beyond the Blue Zone and to become involved in organising ringing in the future.

Liaise with the organisers of the young ringer's activities to find out the views of our young ringers on how to make recruitment and early-stage training more effective, and to obtain a supply of suitable photographs for use in community engagement.

Identify potential obstacles to good recruitment and work with the branch officers and AMC to overcome them.

Act as a point of contact for incoming enquiries from non-ringers about ringing in our area.

Respond on behalf of the Association and/or find speakers in response to requests for talks or media interviews about ringing.

Co-ordinate use of the Association's publicity materials, including CCTV, banners, display boards.

Advise members on how to organise an effective Open Day and what to expect.

Meetings and Deadlines

Submit a brief written report of activities and future plans to the Association General Secretary to be circulated with the agenda and papers for each AMC meeting.

Attend AMC meetings - currently planned for February, June, September and November each year.

Submit an article for each branch newsletter to share good news about recruitment activities.

Prepare a written report on the activities and key achievements in recruitment and community engagement for the Association Annual Report, which is compiled in January.

Appointment

This role is an officer of the Association appointed at the AGM – it replaces the Public Relations Officer.

The maximum tenure is defined in the Association Rules

The ideal candidate:

We're looking for someone who is optimistic, proactive and enthusiastic about ringing and the Central Council's Ringing 2030 project.

You need to be computer literate, with a good working knowledge of social media, and a willingness to learn more about the best platforms to use to get our message across.