

Job Outline – Publicity Officer

August 2026

PUBLICITY OFFICER FOR LINCOLN U3A

This is a voluntary post (local travel expenses paid) offered to a student of a Lincoln media or press course, as practical experience alongside their course work. The Publicity Officer will be a co-opted member of the Management Committee, and would gain valuable experience working in a committee environment

We need to communicate our presence to the Lincoln public, with an emphasis on social media platforms – an area where most of our nearly 300 members will have little experience or expertise. The success of their role would be the measurable growth of our membership, and attendance of groups and events.

Duties will include:

Information gathering – attend quarterly Committee Meetings; receive requests for articles, etc from Committee Members;

Content Creation – write and distribute information as hard copy and on social media (entry to be created), including to other u3a groups; design advertising literature / leaflets;

Media Relations – identify suitable local sources for dissemination of local information.

Key skills required include:

Some experience of content creation across a variety of media platforms;
A creative outlook, exploring new ways to promote Lincoln u3a;
An ability to empathise with a group from a largely older demographic;
Some experience with graphics creation for use in digital and printed media – leaflets, posters, etc;
Strong interpersonal and organisational skills

Contact us by email at lincolnu3a@gmail.com if you are interested in fulfilling this role.