

# GLOUCESTERSHIRE AREA QUAKER MEETING

## ROLE DESCRIPTION

### **AM Media Team member**

The primary responsibility of the media team is to provide

- a) advice and support to LMs with their press relations
- b) a public voice for the AM, when needed.

Members of the team share the workload, taking turns according to their skills and expertise with one acting as the initial point of contact for the AM.

With intensive commitment of time for a short while over a specific issue, and little activity for long stretches, the commitment probably averages 6 hours a month. This includes time for team meetings, regular reading of BYM news and events, 'as and when' extra AM meetings and writing time and contact with local media.

### Experience and qualities needed

A commitment to Quaker testimonies and witness and to ensuring that communications reflect these; a capacity to express clearly and simply the message on a topic; some experience of press relations – via interviews, website usage and social media.

### Main responsibilities

These are:

- 1 liaising with the AM clerk, clerk of trustees and website coordinator as appropriate
2. composing and distributing press releases and following these up
3. acting as contact – for radio or phone interview - for any ad hoc queries or checks from local media on matters of topical/national interest to Quakers
4. encouraging LMs in their own press relations
5. maintaining AM Facebook page

### Support and learning

Along with regular workshops on 'faith and the media', the BYM website and publications offer guidelines on effective media relations in their briefing on 'speaking out' (last updated 2016) in 'Directory of Services' (updated every 2 years)

[www.quaker.org.uk/resources/directory-of-services/speaking-out](http://www.quaker.org.uk/resources/directory-of-services/speaking-out)

July 2019