



Children, Young People and Families

A specialist section of College of Occupational Therapists



Lead of Public Relations Subgroup

Roles and Responsibilities

1. To promote the philosophy, objectives and work of SS - Children, Young People and Families to a wide audience; specialist section members and other OT's, members of related professions, consumers of paediatric OT services and the public.
2. To monitor the role of the Public Relations subgroup and keep the NEC informed of the work of the group.
3. To monitor the effectiveness of existing publicity materials and develop new materials when required, involving other SS - Children, Young People and Families members and liaise with the SS Business Forum where appropriate.
4. To act as a spokesman to give information about SS - Children, Young People and Families or specific specialist section related events and to use the appropriate media channels.
5. To maintain a specialist section publicity file containing information, national and regional newspaper coverage, published reports/articles and photographs.
6. To identify with the NEC new opportunities for promoting the work of SS - Children, Young People and Families and to oversee such developments
7. To act as a resource for information and advice for SS - Children, Young People and Families regional PRO's.
8. To encourage membership of the SS - Children, Young People and Families.
9. To liaise with website officer to ensure an appropriate corporate image.

General Duties

1. To take part in the NEC as a full committee member to attend NEC meetings and contribute to the work of the committee.
2. To promote the role and function of SS - Children, Young People and Families in liaison with other NEC members.
3. To keep a correspondence file in which all specialist section correspondence is retained for a minimum of two years (after which significant items are passed to the COT for archiving).
4. To submit documented claims for expenses incurred on behalf of SS - Children, Young People and Families to the treasurer on a regular basis.

