

Would you like to help your branch and also develop your media and PR skills?

As the Media Contact you'd promote CAMRA activities and campaigns for your branch area.

The role involves

- Generating opportunities for media coverage and producing media releases on newsworthy topics.
- Building relationships with your local media.
- Keeping up to date with campaigns and media releases from CAMRA centrally and using them where appropriate.
- Sending details of branch activities to *What's Brewing* (if not done by the Secretary or Branch Contact).

Useful skills and knowledge

- Good writing, editing and interpersonal skills.
- Access to a computer/tablet and the internet.
- A contact telephone number that can be published and used during the day and evening.
- An email address that can be accessed during the day.
- Ability to act as a spokesperson – a bonus.

Time commitment

- This role can take up as much time as you are prepared to give. Around an hour or two a month is probably typical except at busier times, such as the local beer festival.
- Participation at branch meetings, especially business meetings.

Information and support

- Helpful information can be found in the [Volunteers' Area](#) of the CAMRA website.
- Branch mail-outs are in the [Branch Resources](#) section of the website.
- The [Press and Publicity](#) section includes the Public Relations Toolkit.
- The [Media section](#) has the latest news and press releases.
- Support is available from CAMRA's Communications Team press@camra.org.uk, including a list of local media contacts.

For more information on this or any other branch role, please contact [your local Branch](#) or [Regional Director](#).

You can also contact volunteer.services@camra.org.uk

