



# THE PROBUS CLUB OF BURLINGTON LAKESHORE

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## External Publicity Chair

1. The External Publicity Chair is responsible for promoting the Club within the broader community to support membership growth and enhance awareness of Club activities, with a focus on cost-effective outreach to senior men and the continuous improvement of the Club's external publicity efforts.
2. The External Publicity Chair will:
  - develop, update and distribute print materials including brochures, flyers and posters to support Club marketing and recruitment activities;
  - identify and utilize low-cost advertising opportunities, including print and online publications that effectively reach the target demographic;
  - arrange for the placement of posters and promotional materials at selected high-visibility locations such as libraries, community centres, and other appropriate venues;
  - promote the Club at local events, seminars and information sessions that are relevant to seniors, ensuring an effective and positive Club presence;
  - support the Membership Chair in recruiting initiatives by generating awareness and interest in Club membership;
  - develop and maintain an appropriate and effective social media presence tailored to the interests and usage patterns of seniors;
  - coordinate with the Internal Communications Chair to ensure consistency and alignment of messaging across the Club website and monthly newsletter;
  - continually review, evaluate and implement improvements to the Club's publicity and promotional activities to enhance effectiveness, visibility and member recruitment;
  - identify and pursue additional opportunities for external publicity that enhance the Club's visibility within the community;

– monitor the effectiveness of publicity efforts and adjust approaches as appropriate to maximize impact and cost efficiency.

3. Provide regular updates to the Management Committee on publicity activities, including initiatives undertaken, outcomes, proposed improvements, and any issues requiring attention.
4. Participate as a member of the Management Committee, attending meetings and contributing to overall Club planning and decision-making.

(Time estimate: Approximately 3–4 hours per month)