**ROLE DESCRIPTION**

**POST: Communication C.O.I Lead (***no vote at trustee meetings***)**

The Communication Lead shall promote and emphasise the caring role of the MU with particular reference to the 150th anniversary in 2026

* In conjunction with the trustee board, develop and implement a communication plan that align with the MU’s aims and objectives, ensuring consistent messaging across all platforms.
* Write, edit, and distribute content, including press releases, newsletters, and social media posts, to enhance the organization’s public image and engagement.
* To promote the 150th anniversary of MU within the branches and groups as well as to the Church of England and local press.
* Encourage members to provide details of activities and projects in their branches.
* Co-operate with the Diocesan Communications Director and their staff with regard to the website and items for Diocesan weekly online newsletter.
* Provide material for a variety of social media outlets and develop new opportunities promote MU to promote the work of the diocesan and worldwide MU to a younger audience.
* Liaise with the MU Diocesan Website host.
* Before going to press approval of all items should be sought from the Diocesan President