

A GUIDE TO THE DUTIES OF A PROVINCIAL CRAFT COMMUNICATIONS OFFICER (PCO)

Overall aims and strategy

- To dispel myths and to improve the public perception of Freemasonry by the communication of accurate information and the development of effective public relations in the Province.
- To develop the 'normalisation' of Freemasonry by building levels of awareness and consideration.
- To develop a positive and effective working relationship with the Membership and Communications Department at UGLE and to support it in improving PR/Information strategies both in dealings with the 'outside world' and improving communication within the Craft and the Royal Arch.
- Supporting the Provincial Grand Master (ProvGM) / Grand Superintendent (MEGS) in establishing and promoting relationships with key opinion formers, including civic dignitaries and business, military, and church leaders.

Principal Duties

- If media trained, to act as the spokesman of the Province on all matters relating to Freemasonry in the Province. Or work alongside the dedicated Media Ambassador.
- To proactively and positively promote Freemasonry.
- To monitor local press and media and proactively and positively respond to negative articles.
- To arrange interviews for the Provincial Grand Master, and any other personnel representing the Province, by the media.
- To work closely with the Provincial Membership Team to identify potential areas of development and growth – including digital marketing campaigns.
- To appear on or arrange for suitably media trained individuals to appear on radio and television when required.
- To fully support the Province in the implementation of initiatives such as the Members' Pathway and Solomon.
- To publish news for all the Brethren in the Province in accessible formats.
- To highlight events in the Province.
- To report on the achievements of individual Freemasons.
- To report instances where public authorities display discrimination against Freemasons to the ProvGM who in turn will inform the GSec.
- To keep up to date with the policies of Grand Lodge and to see that the same are disseminated within the Province.
- To promote the Provincial website and work with those who have editorial control.
- To encourage greater use of digital communications for the transmission of membership messages.
- To support Lodges or Masonic venues who hold Open Days by the provision of suitable promotional material.
- To encourage Brethren to submit items of interest for publication to a wider audience.
- To produce leaflets about the Province for public use – and work with the Communications Team to adapt core promotional material with Provincial content.
- To liaise with ProvGM, DepProvGM and Executive and relevant representatives of the Province on a regular basis to ensure that they are fully acquainted with all publicity initiatives.
- To agree a 2 year communications strategy with the ProvGM and Executive.

A GUIDE TO THE DUTIES OF A PROVINCIAL CRAFT COMMUNICATIONS OFFICER (PCO)

Membership Communications:

- Communicate regularly with the UGLE Membership and Communications team to keep up-to-date on areas of policy and information.
- Ensure proper coverage of charity and community presentations by the ProvGM/MEGS or his Executive and the preparation of press releases as appropriate.
- To keep the ProvGM and Provincial Executive up-to-date at all times in relation to progress against the communications strategy.

External Communications:

- To check the weekly Provincial Media Report sent by the PR Manager at UGLE to monitor their local coverage and keep abreast of any potential press issues in your Province.
- To build up a database of all local media, with contacts, to enable Press Releases to be circulated with a local focus and emphasis.
- To develop a working relationship with local journalists and members of the broadcasting media by inviting them to local events, keeping them informed and by arranging opportunities to meet with them in an informal social setting.
- Represent/support Provincial Freemasonry in all live interview situations. Challenge and correct any inaccurate or malicious media reports – alongside the Media Ambassador - which appear in Provincial media. Encourage a Freemasonry ‘presence’ in lists of community organisations.
- Encourage regular Freemasonry media coverage by writing and distributing press releases about Provincial and national Freemason activities taking place in the Province.

Website

- Input into the design and strategic narrative of the website to ensure that the website is easy to use, has a clear design and has messages and language consistent with the strategic narrative.

Social Media

- Maintain an overview of social media and its use and development in a modern world to stay on top of latest trends.
- Advise the Provincial Executive / Comms Team on current and future opportunities.
- Follow the UGLE social media policy at all times.

Facebook/Twitter/Instagram/YouTube

- Monitor, promote and maintain involvement and respond to queries via these channels in a timely manner.
- To avoid use of bots across social media to make sure that content is relevant and of a consistent high quality.
- In charge of a content calendar to ensure regular content is posted on Provincial/District accounts.