

## ADVERTISING COORDINATOR – ROLE DESCRIPTION

It is best practice for every branch to have an Advertising Coordinator. If the role is part of the branch team, the holder will need to be a member of the NCT. All volunteers are covered by the conditions of the Volunteer Policy & Charter.

Advertising and sponsorship raise essential funds for the NCT and help ensure that your branch publications and services to parents can happen. By raising money for the NCT you are helping your branch to reach scores, hundreds or even thousands of parents locally, and helping the charity as a whole to support over a million parents every year.

### **The Advertising Coordinator:**

- makes sure the branch gets the most out of support from companies
- helps branch publications and activities to pay for themselves via advertising and sponsorship

The Advertising Co-ordinator plays a key role in funding branch services for local parents and parents-to-be. Being the Advertising Co-ordinator may be hard work and challenging at times, but always interesting and worthwhile.

## KEY TASKS

- Liaise with the full branch team, particularly event organisers, Newsletter Editor, Webmaster and Fundraising Coordinator, to ensure full advantage is taken of sponsorship and advertising opportunities
- Inspire local companies and organisations to advertise in and sponsor branch publications, events and services
- Sell advertising and commercial sponsorship across the branch, from newsletter and web advertising to sponsorship and stalls at events, building a team to help with this as required
- Work with Newsletter Editor, activity organisers etc. to ensure that advertising and sponsorship are appropriate and do not impinge on the primary charitable purpose of the branch
- Liaise with your branch team, particularly the Newsletter Editor and Treasurer, to help make each activity or publication profitable
- Ensure that invoices raised and monies received are banked promptly and accounted for through the Treasurer
- Liaise with other NCT branches to ensure that advertising rates are competitive (your regional team may be able to help you with this)
- Maintain relationships with key commercial funders
- Contact NCT UK Office prior to approaching any companies with a UK-wide or significant regional presence to avoid duplication ([commercial@nct.org.uk](mailto:commercial@nct.org.uk))

## **KEY SKILLS & ATTRIBUTES**

- Creativity
- Communication
- Marketing and promotion
- Negotiation
- Enthusiasm
- Organisation, ability to work to deadlines
- Some confidence in working with numbers

## **KNOWLEDGE**

The Advertising Coordinator should be willing to understand and follow relevant NCT policies and charity law (specifically NCT ethics policy, available here: <http://update.nct.org.uk/fr/#commercial> and rules relating to VAT and trading)

## **SUPPORT FOR ADVERTISING COORDINATORS**

- It is important to remember that the NNS Coordinator is part of the branch team. Don't hesitate - if in doubt, ask for help and advice.
- You can find a full list of fundraising resources, from guides to e-groups, here: <http://update.nct.org.uk/fr/#commercial>.
- Your regional team are made up of volunteers with experience of being part of a branch team. Area Reps (if available) work closely with the Regional Coordinator and are your first point of contact. Whenever you need advice, help or just an understanding voice on the end of a telephone, the Area Rep and the Regional Coordinator will be there for you. From your branch page on Update Online, click on the region link to find the details.
- You can also talk to staff at UK Office Fundraising Department. Contact [fundraising@nct.org.uk](mailto:fundraising@nct.org.uk) or 020 8752 2427.
- Attend training sessions offered at regional days and annual conference, especially Foundation Training Workshop 1 *Volunteers in Action* and Workshop 5 *Planning Your Fundraising*.