



Public Relations Officer

HEN Description of Responsibilities Consecutive terms limited to 5 years

revised October 2020

General Responsibilities for all NCB members

Each NCB member

- shall function within the remit of the HEN Constitution.
- shall treat each other with respect and adhere to the Code of Conduct for NCB Officers as set out per NCB policy.
- has a responsibility, in addition to the specific duties for each role, to participate in matters related to the daily operation of HEN, including discussions and decision making for policies and issues that arise.
- should endeavour to attend a minimum of two NCB meetings in the year in which they serve, from one AGM to the next.
- needs to be able to carry out additional business of the NCB outside of the NCB meetings via electronic means, including by email, Facebook groups and phone.
- Will be aware that any email address they use will come under the remit of the Data Protection legislation. It is therefore advisable that they use a generic HEN email address and not their personal email address for electronic correspondence.

Specific Responsibilities for the Public Relations Officer:

- Orchestrates creation, review and updating of all HEN promotional materials, making them available for events in which HEN is represented.
- Develops content of the www.henireland.org website; reviewing and updating periodically in conjunction with the IT Officer.
- In cooperation with the Social Media Officer, assists in maintaining HEN social media content, posting information of relevance and interest to members, home educators and people seeking information on home education (with support from other NCB Officers.)
- Develops material to be available to the media which may include: HEN's response to home educating issues that are reported in the media; stories or vignettes about home educating families; statistics about home education in Ireland; etc.
- Represents HEN publicly, including with media, the public and other organisations. He/she/they may make statements on behalf of HEN but must ensure that statements or other representations are discussed and agreed with the NCB.