



PR Committee - FAQ

What do we do?

The PR Committee sets the promotional strategy for PASA and co-ordinates the activities required to effectively deliver it. Our key responsibilities are:

- Developing and maintaining a rolling promotions strategy for PASA, including PASA events and PR
- Setting and regularly reviewing objectives and budgets for our appointed PR adviser.
- Working closely with the Industry Policy Committee to ensure PASA's voice is effectively heard within our industry
- Co-ordinating PASA spokespeople and supporting all PR activities undertaken on behalf of PASA
- Maintaining the PASA website
- Leading PASA social media activities
- Designing and publishing PASA promotional materials
- Editing the PASA newsletter

What are our recent achievements?

- 2017 has seen the highest level of press activity since PASA was created – enabling PASA to deliver the message of high-quality pensions administration to the industry.
- Development of a digital promotions strategy in support of promotional activity and to stay in touch with our members.
- Organised PASA's biggest ever Industry Event to launch our first tranche of GMP Guidance and our first Annual meeting.

What are our current areas of focus and plans for the future?

- Maintaining a strong media profile for PASA
- Developing our 2017/18 promotions strategy in conjunction with the PASA Board and Industry Policy Committee.
- Supporting #GetInvolvedOctober.
- Planning and organising our next PASA event

Who are the current members of the PR Committee?

Our current members are Justine Joy (Chair) and Susan McFarlane.

How often do the Committee meet?

We meet face to face on a quarterly basis in London and hold a teleconference call on a monthly basis in between.

How much time is a Committee member expected to dedicate to the role?

This can vary depending on activities in progress but expect to spend on average around 5 hours per month.

I'm not based in London. Does this prevent me from joining the Committee?

No – if you are not able to join us for our quarterly face to face meetings then we can arrange a teleconference or conference call.

What kind of experience / type of committee member are you looking for?

It would be great if you currently work in a PR or Marketing role or have had some experience of this during your career.

However, do not let a lack of PR experience hold you back – if you are enthusiastic and would like to join our committee we would love to hear from you. We would particularly welcome support in designing documents and events management, so whether you have a creative flair or are very organised and enjoy a challenge we have a space for you!

I am keen to join the PR Committee, how do I go forward from here?

Please contact Justine Joy at justine.joy@lcp.uk.com.