



PRO ROLES & RESPONSIBILITIES

PROMOTING PARTICIPATION

The PRO must involve the parents in childrens music progression. This may help to encourage administration involvement.

RETAINING YOUR MEMBERS

- Target the 20 - 30 age group who may have once been involved in CCÉ but hav drifted away. Try to encourage return to CCÉ events
- Launch a comms campaign to secondary schools and colleges which are linked to local branches

PROMOTING LINKS WITH OTHER ORGANISATIONS

Make bonds/links with local clubs, organisations, history groups, business' which all have an interest in culture and heritage to work together and organise shared events.

SOCIAL MEDIA

In the role of the PRO, social media activity is just as important as advertising in print and broadcasting media. Have a content schedule, celebrate the victories in your branch by posting on social media, develop an online presence. For further tips see the Social Media at a glance guide.



PROMOTING PUBLIC AWARENESS

- Organise events/sessions in high profile locations and settings e.g churches, shopping centres, history parks, public/tourists information spots
- Invite visitors to your branch music classes/events e.g school parties, journalists, local politicians or other traditional arts associations
- Organise a community relations programme to promote understanding among community leaders who can spread the knowledge to others

IMPROVE MEDIA RELATIONS

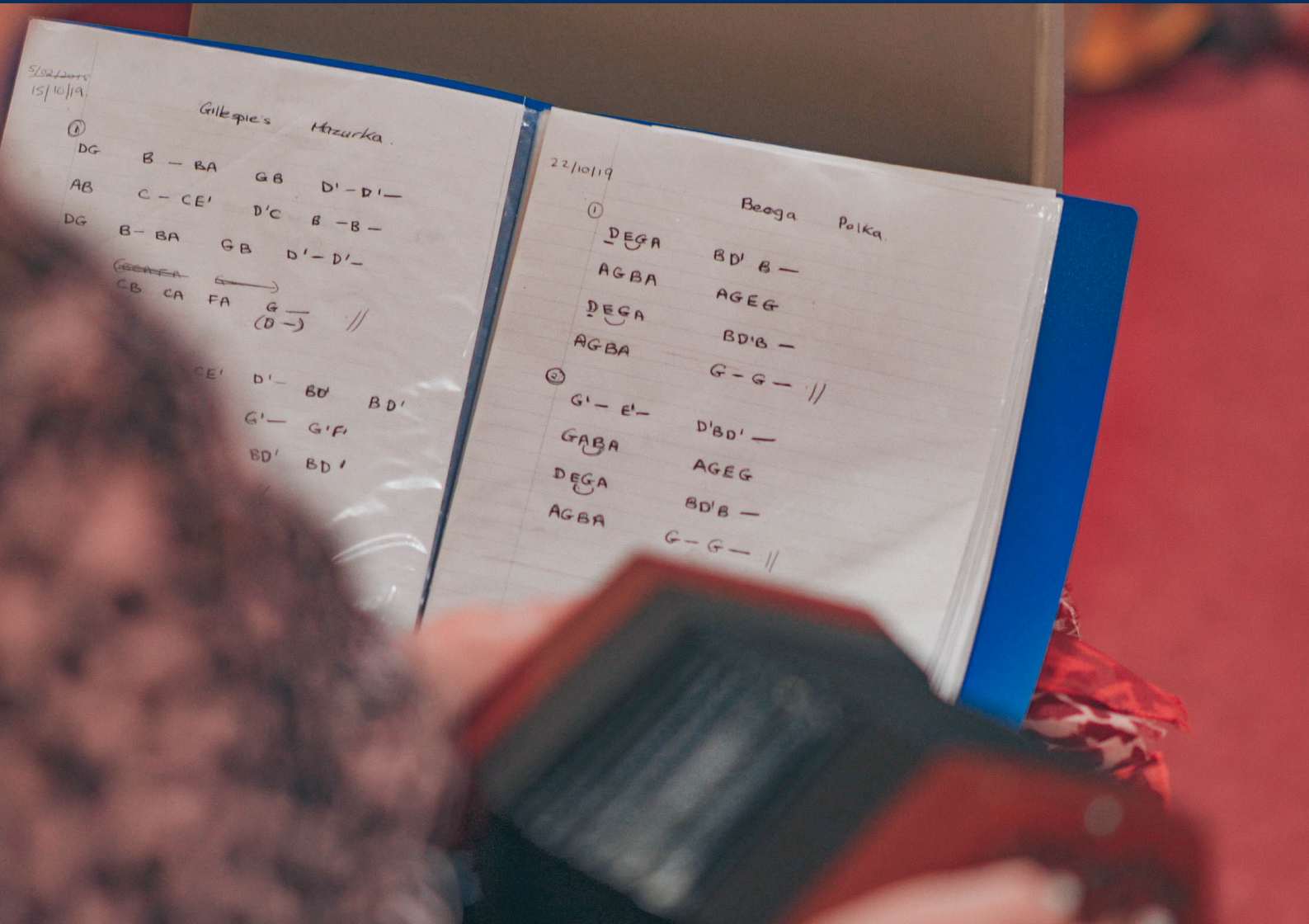
- Start or improve the flow of news to local editors/journalists ahead of events
- Ensure more coverage of events on press, radio and TV
- Organise local & national coverage of branch Fleadh Cheoil winners
- Issue news stories about unique personalities within your branch e.g late learners/winners
- Issue and promote success stories

INTERNAL COMMUNICATIONS

The PRO should have a good relationship with all other committee and branch members, communicating any upcoming news and events from within the branch, from your regional centre or CCÉ HQ with all members as well as on social media.

The PRO should also liaise closely with the branch youth officer to encourage promotion in younger audiences and collaborate in ideas of promotion.

RESPONSIBILITIES OF THE PRO



- Update & administration of branch website/social media channels
- Ensure upcoming events/news stories are published in local press
- Ensure weekly notes/branch newsletter is published in the parish bulletin
- Publish activities of the branch weekly
- Keep record of all branch events/news such as Fleadh competitors, photos etc for historical relevance
- Have an understanding of your branch marketing plan
- Provide Fleadh results to county PRO and other relevant people
- Have strong links with county board PROs