

Main responsibility:

to promote ETAS as an organisation, both in Switzerland and internationally.

Relations with affiliated organisations

Attend events of 'affiliated' organisations or ensure that other ETAS committee members / senior members do so and strengthen ties:

Swiss Teachers' Association (state school teachers)

Any major cantonal (state school) teachers' associations

Cantonal educational authorities (difficult to get hold of)

IG Sprachen (Fachhochschulen)

EAQUALS

IATEFL

Possible aims:

- free advertising in internal publications of the organisations concerned in return for free advertising in ETAS publications (where it makes sense)
- mutual information of day/time/venue of major events
- invitation to committee meetings (where it makes sense)
- free access to addresses of membership for publication of major events
- mention of major events in internal publications
- free invitation to committee members to attend conventions

Keep a list of affiliated organisations, publicise it on website. Have a list of these organisations for internal use with a commentary (what is the relationship to date, what is ETAS offering and what is ETAS getting in return, contact people etc).

ETAS AGM and SIG Day

Liaise with organising committee regarding press releases.

AGM

Remind organising committee to have a press conference.

Run the press conference (presentation on ETAS, history and the event).

Ensure that there are ETAS materials for the press conference plus widgets.

Remind organising committee to invite local journalists to the dinner + any receptions.

Ensure that there is a sufficient supply of ETAS materials plus widgets for journalists not attending the press conference (arriving individually or even unannounced).

Ensure that the stand is present at the AGM and the SIG Day.

Ensure that reception team alert PR coordinator to any journalists who drop in spontaneously.

Role on ETAS committee

Assist ETAS committee in setting policies for matters such as:

- what texts go on the website
- advertising policy for ETAS publications and website
- what promotional articles to purchase/sell
- text and design of ETAS leaflet

When the occasion arises, remind everyone of the need for promotion of ETAS and make practical suggestions as appropriate.

Other general points:

- Submit an annual report to the President before the AGM.
- The President should be copied into all ETAS emails and correspondence.
- Should not normally miss more than 1 meeting a year.