

## **A “Typical” Week as CSPP Communications and Membership Officer**

*By Ewan Robertson*

While each week as CSPP Communications and Membership officer is different, the below gives an idea of the kind of tasks that you would be expected to perform as part of the role. This particular week is stylised around the planning of an event.

### **Monday:**

Review correspondence, respond to member queries.

Post latest news on CSPP website, share on social media.

Engage with strategic partners over a possible event. Draw up event proposal of concept, possible speakers, possible sponsors, and venue.

### **Tuesday:**

Create a news story based on a recent CSPP media appearance on national TV / radio. Share on web / social media.

Reserve event venue and invite proposed speakers / sponsors.

### **Wednesday:**

Post on social media, and engage with social media content of CSPP members / partners.

### **Thursday:**

Create an online event booking page and digital marketing materials.

Prepare event marketing strategy, beginning with monthly e-bulletin announcement.

### **Friday:**

Send monthly membership renewal invoices.

Create and send monthly CSPP e-newsletter with latest news, upcoming event information, and member items of interest.