



BRANCH LOCALE CO-ORDINATOR

Purpose of the role:

To oversee the CAMRA LocAle Scheme within a Branch area.

Key Activities

- To administer the LocAle scheme in accordance with national policy and local Branch requirements.
- To encourage take up of the scheme by local publicans and breweries.
- To keep records of LocAle outlets; this may be through cooperation with the Branch webmaster.
- To ensure that LocAle outlets remain true to the scheme's aims.
- To maintain a stock of LocAle literature.
- To ensure that pump crowns and other publicity material is available to local outlets.
- Responsibilities may be undertaken through the coordination of other volunteer members.
- Report back to Branch meetings on the penetration of the Scheme.

Code of conduct

- To refrain from putting forward any personal points of view to the media that is against CAMRA's policy or might bring the Campaign into disrepute.
- To liaise with the appropriate Branch Officers where a necessary.
- To liaise with relevant BLOs when dealing with Brewery matters.

Time Commitment

- This role can take up as much time as you are prepared to give. Circa 1-2 hours a month is probably a minimum.
- Attendance at local branch meetings is useful.

Skills etc needed

- Visiting pubs!
- Good administration skills.
- Access to a computer and the internet.
- Ability to act as a spokesperson is useful but not always essential.

Support

- Support is available from CAMRA's central marketing and communication team.
- Advice and guidance on CAMRA policy is available from branch committee members and where, appropriate, people who have previously held the post.
- Details of local breweries is available through Brewery Liaison Coordinators.
- The Campaigner will run articles on best practice, hints and tips from other branches from time to time. If you can sign up by emailing: membership@camra.org.uk, including your membership number and email address
- The CAMRA website is also a useful source of information: <http://www.camra.org.uk/locale> ; <http://www.camra.org.uk/artwork> .

