

Steve Bustin

Communications Director

communications@thepsa.co.uk



My role in the PSA

- Facilitate internal communications for the PSA, keeping members informed and providing platforms for discussion and information.
- Establishing, developing and managing the relevant communications platforms and channels to enable effective Board/Membership and member/member communication.
- Advising the Board on internal and external communication matters and making recommendations on ways of improving communication within the organisation and with the wider world.
- Facilitate external communications for the PSA, communicating relevant PSA messages to the wider world via the media and social media.
- Act as a moderator on the PSA members Facebook group to ensure discussions and conversations
- Writing and/or approving PSA communication materials including marketing materials, website, social media etc. Review copy for internal and external use as required by office team and other Board members.
- Acting as PSA press officer, proactively contacting the media with PSA news or to offer PSA expertise, or reacting to incoming press enquiries.
- Advising Regional Presidents on matters concerning communications issues.

Projects I've worked on in 2017/18

- Established PSA Members Facebook Group
- Established and launched PSA Members Directory in liaison with eSpeakers.
- Promoted PSA Members Directory to speaker bookers via the media
- Updated and rewrote Speaker Factor rules and acted as first point of contact for Speaker Factor related queries from regional presidents
- Developed PSA Members Newsletter, to be launched Autumn 2018
- Wrote job descriptions for PSA Marketing Director and PSA Social Media Coordinator
- Wrote or rewrote PSA materials including welcome and upgrade letters, members welcome pack.
- Developed Board pages on PSA website