

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 2018/19

- Established PSA Fellows Facebook Group
- Acted as moderator for PSA Members Facebook Group
- Launched quarterly PSA Members Newsletter
- Coordinated initial stages of recruitment of new PSA Chair
- Wrote or rewrote PSA materials including email newsletters, website and print materials
- Sourced venue and started developing programme for PSA convention 2020