



MBARARA HIGH SCHOOL OLD BOYS ASSOCIATION (MHOBA)

Roles, Functions and Eligibility Requirements for Publicity Secretary

October 13, 2025.

1 Background

Mbarara High School Old Boys Association (MHOBA) brings together the Alumni of Mbarara High School with the overall goal of building a strong, active, dominant and prosperous alumni community. The driving motivation of the Association is to harness our togetherness and solidarity to champion Mbarara High School's excellence in academics and co-curricular activities, promote solidarity among our alumni community and pursue collective investments and business for the benefit of our members and the Ugandan society.

Established in 1911, Mbarara High School is estimated to have an alumni community in the excess of 5000 old boys. As a community, we are organized at two level. At a general level, Mbarara High School Alumni Connect is a platform that connects all bulls that passed through Mbarara High School for their education. We are invested in building a comprehensive interactive database that enables us to reach all the Bulls wherever they are around the world. At a specific level, Mbarara High School Old Boys Association (MHOBA) is an association of all the alumni that opt to pay regular subscriptions to fund our alumni operations.

MHOBA is driven by a commitment of members to build a frontier alumni association that is run and operated in accordance with international corporate governance principles. This instrument describes the roles, functions and eligibility requirement for persons seeking to be elected Publicity Secretary as provided for under clause 25 of the Memorandum & Articles of Association.

2 General Description

The position of **Publicity Secretary** plays a pivotal role in shaping and communicating the image, identity, and strategic goals of MHOBA to its members, partners, and the

public. The Publicity Secretary is responsible for developing and executing the Association's communication strategies, setting up, managing and updating MHOBA communication channels and platforms including social media channels, ensuring timely dissemination of accurate information, and promoting the objectives, programs, and achievements of the Association through various platforms. Working under the direction of the Executive Committee (ExCom), the Publicity Secretary oversees the management of official communication channels, including digital platforms, media engagements, and publications, in line with the Association's branding and communication guidelines. At a strategic level, the Publicity Secretary is a thought leader and must possess the competence to contribute to building MHOBA's visibility, strengthening stakeholder relationships, and supporting the Association's advocacy, mobilization, and partnership initiatives.

3. Roles, responsibilities and indicative performance expectations

Without prejudice to the general description above, the Publicity Secretary of MHOBA shall have the following roles, responsibilities and performance expectations.

3.1: Communication and Information Dissemination

Draft, edit, and circulate announcements, newsletters, press releases, and official statements.

3.2: Media and Public Relations

Serve as the focal point of contact for media inquiries, maintain media relationships.

3.3: Event Promotion

Design and execute publicity campaigns for MHOBA events and projects.

3.4: Brand Management

Safeguard and promote MHOBA's brand identity across all communications.

3.5: Digital Presence

Set up, manage and update the official website and social media platforms.

3.6: Documentation and Archiving

Maintain an archive of publicity materials, media mentions, and event photos.

3.7: Liaison and Collaboration

Work closely with other Executive Committee members to align publicity efforts with strategic objectives.

4. Term of Office

The Publicity Secretary shall serve for a term as prescribed in the MHOBA Articles of Association.

5. Accountability

The Publicity Secretary shall report to the MHOBA Executive Committee and work in close collaboration with the Chairperson and General Secretary.

6. Eligibility requirements for the position

The **Publicity Secretary of MHOBA** is a thought leader, a creative thinker, clear communicator, and a disciplined organizer with the ability to project the Association's image effectively and consistently. The ideal candidate demonstrates strong writing skills, strategic communication abilities, and a deep commitment to advancing the objectives and values of the Association through well-coordinated information and branding initiatives.

Subject to clause 25 of the Articles of Association, a member offering himself to be elected and appointed to the position of **Publicity Secretary** should:

- i) Be a fully subscribed member of MHOBA in good standing at the time of seeking nomination for the office.
- ii) Possess excellent written and verbal communication skills, with the ability to craft clear and compelling messages for diverse audiences.
- iii) Demonstrate experience or strong interest in public relations, media engagement, digital communications, or strategic branding.
- iv) Be capable of managing multiple communication platforms and ensuring consistency in messaging and brand identity.

- v) Command respect among the alumni community and have the ability to mobilize and engage members through effective communication.
- vi) Possess organizational discipline, creativity, and responsiveness in handling communication responsibilities.
- vii) Be committed to the values of transparency, accountability, timeliness, and teamwork in advancing the image and mission of the Association.

7. Facilitation and emoluments

The operating principle is that MHOBA ExCom members serve on a voluntary basis and therefore executive committee positions do not attract payment of salaries or wages. The following principles apply regarding facilitation and emoluments for members:

- 2.1 The Publicity Secretary position is a volunteer position and hence requires a member who is driven by passion, conviction and serving the best interest of the Association and its members.
- 2.2 The Executive Committee shall, through the Association's annual budget, make provisions for the necessary financial and other resources, budget, and administrative support to cover the operational expenditures associated with the functions of a publicity secretary.
- 2.3 Subject to availability of funds, the person serving as publicity secretary may be reimbursed for all reasonable expenses incurred in the pursuance of the tasks described in this instrument.
- 2.4 The Executive Committee may, at its discretion and within the limits of the approved budget of the association, pay a person holding the office of publicity secretary for any tasks performed beyond the scope of what is reasonably considered voluntary work. Such tasks may include but shall not be limited to producing concept notes, preparing project proposals and or funding applications, or relevant research outputs or products assigned by the ExCom.

Annex 1

Expression of Interest Form

1	First Name (& other names)	
2	Other Names	
3	Last Name	
4	Years at Chaapa and Level: <ul style="list-style-type: none">• O 'Level• A 'Level• O & A 'Level	
5	House of Residence (Indicate most preferred if you stayed in more than one house)	
6	Leadership positions held at Chaapa (if any)	
7	Share with us your 3 most transformative ideas you would recommend MHOBA to pursue to achieve its ambition of dominating the alumni associations landscape in the country.	
8	What are the 3 words you would use to describe a MHOBA that is successful 5 years from now?	
9	Short bio (No more than 300 words emphasizing mainly those aspects that make you the most suitable candidate for this position).	
		Completed expression of interest form should be returned to: mhoba@gmail.com by 18:00 hrs. on Tuesday November 4, 2025.