

## **Role Description - Marketing and Publicity Officer**

### **General Committee Responsibilities**

1. Liaise with the Website Manager to ensure the Website is constantly updated with the latest information.
2. In the event of being able to attend a Management Committee meeting, inform the Chairperson of any items for consideration, and check with that person after the meeting for any items that will require attention
3. Regularly attend rehearsals so that current business can be dealt with
4. Make announcements as and when required.
5. At all times act as an Ambassador for the Society.
6. Carry out any other duties, as and when required, which will benefit the Society

### **Marketing and Publicity Officer Responsibilities**

1. Liaise with relevant media organisations to promote the Society and the current production
2. Working in association with other committee members, canvas potential businesses to receive sponsorship and programme advertising
3. Maintain a list of sponsorship and advertising contacts, ensuring there is no duplication in communication and that the treasurer is regularly made aware of confirmed funds for the production budget
4. Employ and liaise with the photographer who has been assigned to take pictures for the following:
  - Promotion of the Main Show
  - Photos for advertising campaigns within the Theatre
  - Photos of the Society members for the programme and any other publicity material
  - Dress Rehearsal photographs
5. Display, take orders and collect money for show photographs and liaise with the photographer as and when required
6. Liaise with the designer to ensure that marketing materials are produced in a timely manner and manage the production and distribution including but not limited to:
  - Posters
  - Car Stickers
  - Flyers
  - Banners
  - T-Shirts and other merchandise
7. Ensure provision has been made for banners and marketing pop ups to be erected in a suitable location to promote the society's production(s) and that said banners and pop ups are designed and delivered in a timely manner
8. Ensure official society letterheads and branding are used for all communications
9. Ensure that all publicity material contains the correct and relevant information required by the Licence Holder, the Director, Musical Director and Choreographer, and NODA
10. Gather and collate the content of the main production programme to be proof read by the Officers of the Society, and oversee the printing of the programmes in association with the designer
11. Organise the attendance of programme sellers at each performance of the Main Production

12. Write press releases for print media and arrange distribution as required once management committee has approved the content
13. Investigate and report back on alternative forms of publicity for consideration by the Management Committee
14. Liaise with the society secretary to arrange booking complimentary seats for the following:
  - Press
  - Photographer
  - Radio Competition
  - Any others as a result of publicity agreements
15. Liaise with designer to ensure marketing materials include data sharing agreement for GDPR i.e. for programme
16. Build and maintain relationships with appropriate media partners i.e. Lincs FM, Siren FM, BBC Radio Lincolnshire, BBC Look North etc.
17. Arrange relevant radio/TV appearances to promote shows etc. using a range of members/cast/committee
18. Liaise with theatre marketing team and progress opportunities for additional joint advertising
19. Liaise with social media and website officer with regard to all advertising
20. Manage CAODS info email address in association with Social Media Officer
21. Maintain mailing list within GDPR guidelines
22. Manage CAODS phone number - 0845 number

January 2019