



LICHFIELD PLAYERS COMMITTEE MEMBER ROLE



ROLE: Publicity Manager

The Publicity Manager remains directly responsible to the Chairman and Committee of Lichfield Players. The Chair holds ultimate approval to sign-off any literature/plans/campaigns.

Suggested qualifications (advantageous): Marketing experience/CIM qualified/Digital marketing certificate/experience/campaign management. Must be able to use WordPress and have experience/knowledge of digital campaign planning tools.

JOB DESCRIPTION:

1. Responsible for the collation of a Marketing/Publicity plan for each performance, and delivery of these key milestones
2. Organise and attend Marketing Meetings with the Garrick (1 per performance) to put together a plan to gain maximum publicity and increase ticket sales
3. To ensure the accurate timely production of all marketing collateral used to promote each play/performance, to enable exit flyer-ing for forthcoming productions – liaison with designer and printers required
4. Ensure Marketing collateral is delivered to Garrick for maximum promotion, with posters/flyers being distributed to key members for circulation in the community
5. Completion of Poster Briefs for each production, to be done with the Chair, who has ultimate approval/sign-off
6. Responsible for the creation of the new season brochure, liaison with designers and printers required
7. Responsible for the arrangement of the 'New Season Launch Party'
8. Write the programme for each show, ensuring accuracy and arrange printing/delivery of programmes to Garrick
9. Create and deliver Digital marketing strategy for each production, and use of Digital marketing tool to create the campaign, and monitor metrics from this (including Facebook/Insta/Twitter)
10. Manage and maintain the website, ensuring all Firewalls and SSL are kept up to date, along with the promotion of new productions and archiving of previous productions
11. Arrange photography of cast/crew for each performance and ensure that these are uploaded to website and utilised for each campaign
12. Erect F.O.H boards for the opening night of each show to display the current production
13. Liaise with Programme Co-Ordinator reference production of programmes

All elected committee members must maintain the interests of the society at heart and will be responsible for upholding and maintaining our reputation, internally to members and externally to the public



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14. To attend committee meetings to update on production/seasons progress
15. To invite relevant persons to review each production. ie NODA: Lichfield Live
16. To work within the GDPR Rules

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