

Principal Purpose

The main purpose of the Marketing and Publicity Officer role is to take the overall lead in promoting and enhancing the choir's profile and reputation, delegating to other volunteers where appropriate.

As one of the 'Officers' of the choir, along with the Chair, Vice Chair, General Secretary, Treasurer, Membership Secretary and the Librarian, the Marketing & Publicity Officer is a member of the Executive Committee and Full Committee.

Key Responsibilities

1. Takes overall responsibility for the Society's publicity, marketing and ticket sales strategy and activities
2. Seeks opportunities to increase ticket sales both via members and externally, targeting a range of potential audiences.
3. Determines ticket strategy (including pricing and allocation of comps) for each concert in conjunction with the Executive Committee, Friends Secretary and Front of House.
4. Takes overall responsibility for the design of all appropriate publicity material and related activities, including posters, flyers, concert programmes, full season brochure, tickets, internet content or other broadcast opportunities and oversees printing and design costs and distribution.

There is currently a team in place to design the programmes, so the requirement here is to agree the design and strategy with that team

5. Coordinates with venues for all ticketing and publicity activities leading up to a concert performance
6. Works with local/national press and media to promote both the choir and specific events
7. Uses (and liaises with other Society members with admin permissions to such) social media such as Twitter/Facebook to publicise events.

There is currently a team updating social media, so the requirement here is to coordinate with that team.

8. Discharges the duties of Trustee of the Society and furthers its charitable aims