

Marketing and Publicity Officer

The Marketing and Publicity Officer (M&PO) takes the overall lead in promoting and enhancing the choir's profile and reputation.

As a member of the Executive Committee, he/she is responsible for ensuring that the various activities described here are taken forward in a coordinated way.

Many of these activities are already, or could be, done on a delegated basis by other volunteers.

Key Activities:

- Seek opportunities to promote and enhance reputation of WCS and increase ticket sales
- Act as first point of contact for details of other events/opportunities by other third parties that may be of interest to WCS members
- Manage M&PO activities against assigned budget, co-ordinating with the Treasurer

The role can be broken down into the areas outlined below.

Marketing/Publicity – [M&PO lead]

- Define content for season brochure and flyers and co-ordinate with Design Team for all printed material
- Identify targets/outlets for brochure, flyers etc and organise distribution of printed material to destinations [*Linda West*]
- Identify other options/opportunities for promoting concerts through venues' own marketing

Design Team - Printed Material Production [Paula Stone]

- Production of season brochure, concert flyers, other marketing/publicity such as advertising, in liaison with Marketing and Publicity officer, designer, printer etc.
- Produce concert programme in liaison with designer & printer
- Liaise with Front of House for sales to choir and audience

Press Liaison [MP&O lead]

- Maintain contact list with media, provide copy/images for press releases
- Seek opportunities for publicity and promotions for WCS events

Digital/Social Media [delegated]

- Website [*Neil Dennis*]
- Facebook/Twitter [*Sarah Hendry, Penny Homer*]

Online/Email Publicity & Promotion [delegated]

- via third party websites [*Brigid Aglen*]
- maintain email and other contact lists & send info to them [*vacant*]

Box Office/Ticket Sales [delegated]

- Order tickets from printer, liaison with sales team and front of house [*vacant*]
- Direct sales to choir members at rehearsals [*Marion Renault, Sarah Skan, Sophie Rice, Nicola Hanson*]
- online ticket sales [*Neil Dennis*]