

DUNSTABLE REP THEATRE CLUB PUBLICITY MANAGER - JOB DESCRIPTION

The Publicity Manager (PM) is a member of Dunstable Rep's main committee and is required to attend all committee meetings.

The PM is accountable for organising and implementing the publicity for all Dunstable Rep Theatre Club productions at The Little Theatre, promoting shows and driving ticket sales

The PM is responsible for ensuring that

- Annual Season Communication (leaflets / posters / artwork / blurb / season launch publicity content) is created, produced and distributed / presented / available at the required times.
- Publicity material for plays (electronic and printed) are created, produced and distributed / presented / available at the required time (6 per year, plus additional shows as agreed by Committee)
- Social Media is used appropriately - i.e. Facebook, Instagram.

Publicity content is provided for e-mails / Newsletters as required by Membership Communications

- Programmes created, produced and distributed at the required times (liaising with the Director to obtain content)
- Publicity material is updated on the website through Ticket Source
- A publicity plan is created and managed from a date prior to the auditions, to the completion of the run
- They are connected with Directors to obtain promotional material to support print and online publicity leading up to and including the run of the play
- Other promotional channels are utilised as required eg. What's On in Dunstable window, press releases, etc.

A publicity sub committee can be formed to support the above, of which the Publicity Manager would manage and co-ordinate.