

THEATRE BROCHURE EDITOR (PUBLICITY)

Everyone who wants to know what's happening at the Regal reaches for our 'What's On' Brochure for all the latest on the shows - write-ups, dates and ticket prices. That's where you come in (along with a team of creative volunteers), to produce a booklet to catch the public's interest, advertise forthcoming performances and events, and encourage audiences to come to the theatre.

What's involved?

(This describes the complete role, which wouldn't be done by one person. It will be broken down into manageable tasks for several volunteers to team up and achieve the end result)

- Contacting the Artistic Director, MATA Production Companies, Film Society, and Promoters for visiting shows to request their production details, and provide the deadline date for their copy submission in the brochure
- Receive and collate details about events/productions booked for the forthcoming season, and chase up any additional information and images required
- Circulate this information to the Copy Writing Team, to produce a short description (roughly 150 words) for each event
- Prepare images using Photoshop and finalize each entry with images, performance date(s), ticket prices and concessions
- Obtain advertising entries from regular and other advertisers.
- Negotiate cost, and schedule timings with printers
- Collate and arrange entries to produce a draft brochure and upload the completed draft to the printer's website for pagination and the first draft printing
- Circulate the printer's draft to the proof-reading group, implement their corrections and amendments, sign off the corrected finalized brochure and return to the printers for printing
- Liaise with the Distribution Team to give them the delivery date, to enable them to organize distribution

This role will suit people who

Enjoy planning and organizing schedules, meeting deadlines and negotiating rates. Have the ability to write succinct, accurate, and interestingly descriptive prose and edit copy written by others, along with relevant computer knowledge and expertise including Photoshop. Are confident communicating and liaising with a variety of people directly, to chase up copy and information from a range of sources.

What's in it for you?

- The opportunity to use and expand your skills to produce an eye-catching brochure, which is so essential to the success of the theatre
- Teaming up and working with new and interesting people to complete a common goal
- Enjoying being part of a group of volunteers dedicated to promoting the Regal, which contributes so much to the local community and surrounding areas.

<u>Place of Work:</u>	Home and the Back Office at the Regal Theatre
<u>Time Commitment:</u>	Producing three 'What's On' brochures per year
<u>Report to:</u>	TBA
<u>Training:</u>	Full training and on-going mentoring from the present incumbent, and assistance from other volunteers