

## **PUBLICITY OFFICER**

We are a vibrant Community Theatre that puts on fantastic live shows, screens films and holds events to entertain both local audiences and many from further afield. That's why we need an enthusiastic team of volunteers to write publicity and promotional material, widely publish and circulate up to date information, keep the Regal in the public eye, and promote our place at the heart of the community.

### **What's involved?**

Note: This includes a wide range of tasks, which we hope will be carried out by a team of volunteers with the Publicity Officer coordinating the group.

#### **Publicity**

- Weekly: producing and sending copy and images to regional media outlets (local newspapers, TV, radio etc.) as well as previews to publicize events, promote interest, and encourage bookings for forthcoming productions
- Periodically: send E-news to subscribers on the mailing list, highlighting forthcoming events and current Regal news
- Preparing press releases to publicize special events happening at the Regal, organize and manage press calls, and maintain the Press Pack
- Supply information to the Film Society for pre-show Powerpoint presentation at the Film Society's screenings
- Liaise with other volunteers on the Publicity Team and co-ordinate any joint projects to provide an efficient publicity service

#### **Distribution**

- Mailing out brochures and other publicity flyers, organizing 'stuffing' sessions for the brochure Mail Out, and distributing brochures to the Posties for delivery
- Maintaining the distribution database
- Distributing publicity to display points across Somerset, and organizing distribution of posters to the volunteers for delivery

#### **Co-ordination**

- Liaising regularly with the Regal Website and Social Media volunteers to maintain consistency

### **This role will suit people who .....**

Are confident, have accurate and imaginative writing skills, and the ability to communicate with people directly to build up good working relationships. It's important to be able to plan and co-ordinate schedules, meet deadlines, and have reasonable computer skills and the confidence to use or learn new systems. A knowledge of the local area and the Regal Theatre would be an added bonus.

### **What's in it for you?**

- Having the opportunity to join a friendly team; helping them produce and distribute exciting publicity, adverts and information in a variety of formats and learning new ways to channel your talents
- Helping produce memorable publicity, that plays such an important part in encouraging audiences, which keeps the Regal Theatre open and thriving

- The unique chance to work in a theatre environment with the freedom to unleash your ideas and creativity.

Place of Work: Home and in various areas at Regal Theatre

Time Commitment: TBA

Report to: TBA

Training: Training and on-going mentoring from the present incumbent, and assistance from other volunteers