

**BARD TO BROADWAY THEATRE SOCIETY**

**JOB DESCRIPTION**

<b>Job Title:</b> Coordinator-Marketing & Publicity	<b>Hours of Work:</b> 340 hours - January to September( hours may vary from month to month) <b>Rate of pay:</b> \$15.00/hour
<b>Reports to:</b> President & Operations Committee	<b>Start Date:</b> January 2009

**JOB SUMMARY**

Plans, organizes and coordinates media, publicity and promotion activities for Bard to Broadway for the summer season and pre-season fundraising event(s).

**JOB RESPONSIBILITIES**

- Coordinates media and public relations activities; writes and distributes media releases, acts as spokesperson in promoting the theatre and responding to media enquiries.
- Coordinates contests with radio stations and newspapers.
- Promotes ticket sales by following up leads, sustaining interest, promoting individual shows and actors.
- Liaises with appropriate committee and/or board members regarding media sponsorships, partnerships and contracts to establish tasks, timelines, etc., as necessary.
- Arranges for distribution of collateral materials (ie: rack cards, brochures, show/sponsor signage, etc) through mailings, in visitor information centres, in restaurants, motels, and businesses locally and throughout the mid-Island geographical area.
- Oversees the production of the printed program for the summer theatre; with the assistance of the box office, prepares content, coordinates bios/profiles from actors and crew, sells advertising space with assistance from designated board members, coordinates camera-ready artwork, and designs and proofs all material.
- Coordinates pre-season event and season advertising, both paid and free; designs and writes ads for TV and radio spots, and arranges contract and rates for display advertising
- Initiates and oversees all marketing, cross-promotions, and joint advertising with sponsors, hotels and restaurants, and other community partners
- Works to actively promote B2B with Visitor Information Centres, Chambers of Commerce, Oceanside Tourism and Tourism Vancouver Island

- Oversees the website content in conjunction with the webmaster, and ensures event listings and online calendars are current
- Manages and controls expenditures within assigned budget and keeps President and Operations Committee up-to-date with current and emerging issues.
- Prepares bi-monthly reports for the board and keeps in regular contact with President and Operations Committee.
- Prepares final end-of-season report with comments and suggestions for improvement for the next season.
- Performs other related duties mutually agreed to from time to time with the president.

### QUALIFICATIONS

College diploma in journalism, public relations or other relevant discipline, or equivalent education and experience.

Experience in publicity and promotion, preferably for theatre

Creative, energetic, self-starter who displays initiative and works well independently.

Well developed planning, organizational, and time management skills.

Superior communication and interpersonal skills

Able to work effectively in a team environment.