Publicity Manager

The primary task of the Publicity Manager is to publicise CODS’ shows in order to maximise ticket sales. The PM needs to be an opportunist, and needs to be energetic, and creative, with an eye for detail and with the key objective of achieving maximum publicity for minimum cost. The PM is a member of the main committee and is expected to attend monthly meetings as well as any ad-hoc meetings.

# A Show is Chosen

* As a committee member the PM will be involved with selection and voting for a show
* Agree an image for the show with the director for pre-audition publicity – if a pre-purchased image is not available
* Organise pre-audition publicity
* Publicise cast list and any re-audition notices if show is not fully cast
* Manage publicity within allocated show budget

# Flyers and Posters

* Obtain licence information and mandatory credit sheet from secretary for flyers and posters
* Collate flyer information, consisting of synopsis from director, confirmed ticket prices (and concessions) from chairman and treasurer, logo from charity etc
* Circulate printer’s first proof of flyer to chairman, secretary and director for edits and eventual sign off for printing
* Organise distribution of flyers to theatre, committee, CODS’ members and beyond. A box of flyers should be kept at rehearsal by the production secretary for the cast
* At the end of each production, collate two flyers, two programmes and an A4 poster and hand to props room manger for CODS' archive

# Social Media

* Establish an event page for the show on Facebook
* Maintain the main CODS Facebook page
* Use Facebook, Twitter and other social media where necessary

# Charity

* Establish a contact at the chosen charity
* Obtain official charity logo
* Liaise with chosen charity to achieve mutual publicity by exchanging website links, PDF of flyer etc
* Organise collection buckets and other charity publicity material to be at the theatre before opening night
* Ensure buckets are emptied by treasurer, then organise return of empty buckets to the charity after closing night

# Photographs

* Liaise with photographer and director to fix a date for programme photographs. This includes photos of the director, MD and choreographer where appropriate
* Give photographer dates of dress rehearsals in advance
* Arrange for photographer from local newspaper to attend at dress rehearsal if available
* Attend dress rehearsal (optional) but useful for pointing out things not to miss to photographer and to get a feel for further publicity opportunities
* Day after dress rehearsal, collect selection of photo prints to make a display in cases outside theatre
* Collect cast names for souvenir photo CDs. Distribute the discs and collect money to pass to treasurer

# Programmes

* There are set formats for the programmes and it is never too early to start to collate the information from the various sources
* To secure advertisements – again optional but does lower costs
* Proofread and circulate programme proofs ‘til everyone is happy
* Decide on programme print quantity based on ticket sales and forecast
* Ensure collection of programmes from printer and delivery to theatre ahead of opening night
* Collect and take away any unsold programmes on closing night

# External Advertising/Contacts

* Request permission in advance from Cheltenham Borough Council to display road banners (currently two locations Thirlestaine Road/Bath Road junction and Montpelier roundabout)
* Ensure high-res source files of show flyer are sent to banner printer to produce banners and subsequently proofread
* Collect and fix road banners for display
* Remove banners after closing night
* Organise show reviewer from The Echo if available. Reserve two complimentary seats plus a free copy of the programme at the theatre for them
* Circulate any reviews to cast and on social media
* Liaise with local radio to secure interview slot for cast
* Organise adverts for Town Hall brochure for all three shows

# Choir

* Liaise with choir manager and choir MD to obtain music programme for concerts. Collate song information ensuring credit information is correct
* Organise printing of choir song programme, collect from printer and distribute to choir members and team for selling
* Utilise choir Facebook page and event pages for concerts where required
* Organise flyers when required