

**South London Theatre**  
**General Council – role descriptions**  
**Marketing Director**

**Being a member of the SLT General Council**

All members of General Council (GC) become Directors and trustees of SLT. You can read more about what being a trustee means here, but in essence it's about looking after the interests of SLT and our members. We need to make sure we are behaving legally and responsibly, are using our resources effectively and are accountable for what we do. You will be part of the decision-making that makes that happen. We hold monthly GC meetings, our AGM and annual away day, that you will be expected to attend (although we're all allowed a holiday!). All members of GC will also be expected to promote equality, diversity and inclusion and good safeguarding practices.

**Specific to the role – Marketing Director**

Working closely with the Publicity Director, the main purpose of the role is to be responsible for brand identity, the website and events, maintaining and promoting the SLT brand. The main responsibilities include:

- 1. Brand Identity**
  - Management and promotion of brand identity, ensuring creative and quality control of images, print materials and merchandise
- 2. Management and maintenance of the website**
  - Ensuring the website is maintained, updated, user-friendly and secure
  - Regularly updating the homepage
  - Publishing regular articles & notices, including audition notices & social events
  - Ensuring articles and notices are suitable for different formats, including social media
- 3. Event management**
  - Liaising with, and managing our attendance at, West Norwood Feast
  - Developing, reviewing and maintaining opportunities for SLT presence at other events, e.g. Lambeth Country Show, Open London, Culture Seeds, London Borough of Culture, etc.
- 4. Managing a yearly budget**
- 5. Training and developing volunteers to use website and participate in events.**

**What skills do you need?**

Creative and innovative, you will have a keen eye for detail as well as a flair for brand identity and promotion. You will also have a good understanding of event management and how these can promote SLT. As well as excellent written and verbal communication skills you will need a good understanding of Wordpress, or similar. You will also have strong organisational abilities with the ability to demonstrate flexibility whilst juggling competing priorities. You will also need the ability to work collaboratively as well as under pressure.