

South London Theatre
General Council – role descriptions
Publicity 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 – Publicity Director

Working closely with the Marketing Director, the main purpose of the role is to be responsible for both show publicity and social media engagement, maintaining and promoting the SLT brand. The main responsibilities include:

1. Publicity responsibilities

- Ensuring that all SLT show activities are publicised (digital & print)
- Maintaining and promoting brand identity
- Liaising with directors to supply show publicity for their plays
- Organising printing of show publicity including programmes (bi-weekly)
- Distributing show publicity (50 venues across Lambeth and Southwark)
- Ensuring the season brochure is printed (quarterly) and distributed
- Maintaining a postal list of members who have no internet access and posting printed materials to them quarterly (minimum)

2. Maintaining regular and engaging social media including

- Sharing articles and notices from the website to social media
- Publishing audition notices & social events
- Managing the SLT eNewsletter
- Responsibility for all social media accounts, including Twitter, Instagram and Facebook
- Overseeing the Google Business page

3. Managing a yearly budget

- 4. Training and developing volunteers to use website and newsletter software and having oversight of the work produced**

What skills do you need?

Creative and innovative, you will have a keen eye for detail as well as a flair for promotion and publicity. You will also have a good understanding of social media opportunities and how these can promote SLT. As well as excellent written and verbal communication skills, understanding of Wordpress, or similar, would be helpful. 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.