



CHIPPING NORTON CHORAL SOCIETY

JOB SPECIFICATION – PUBLICITY & MEDIA RELATIONS OFFICER

RESPONSIBLE TO: *Chairperson and Musical Director*

RESPONSIBLE FOR: *The projection of the quality, professionalism, musicality and pleasure of performing with, or listening to performances of The Society*

MAIN TASKS:

1. Working on the publicity and marketing of the society to both prospective audiences and Society members
2. Supporting the Publicity Materials Officer in their production and placement of printed posters, flyers, banners and other 'paid-for' publicity activity
3. Supporting the promotion of attendance and consequent ticket sales at concerts and the promotion of The Society in terms of new member recruitment
4. Liaising with committee members, supporters and/or performers as appropriate and attending committee meetings as necessary
5. Writing and distributing press releases and diary date notices to all media channels as appropriate prior to a concert
6. Maintaining an accurate and potentially unlimited list of all relevant media channels
7. E-mailing information to other local choirs, music groups and local schools prior to a concert
8. Keeping an accurate record of local publications and contacts required to maintain up-to-date information on other local choirs, music groups and local schools
9. Being the point of contact for any media enquiries
10. Ensuring the accuracy of press releases and published content with the approval by the Musical Director and other relevant committee members