

RICHMOND AMATEUR DRAMATIC SOCIETY

Terms of Reference

Media Manager

JOB DESCRIPTION & REQUIREMENTS

The Media Manager is responsible for management of all media-related areas relating to RADS such as social media, website, programme production and digital archiving .

The Media Manager should have access to, and be confident with, the Internet and e-mail and with the provision of documentation in commonly available digital formats such as Word, Excel, PDF etc, together with all aspects of social media e.g. Facebook, Instagram, Twitter. Experience in areas such as desktop publishing and website design / creation are desirable.

The Media Manager should liaise closely with the RADS Committee, play directors, publicity etc. and should keep the RADS Committee informed of the society's media status.

The Media Manager will liaise with external organisations in respect of the society's media presence.

SPECIFIC RESPONSIBILITIES

- ▶ Provide updates at every committee meeting as to website changes and any other media activity.
- ▶ Organise the creation, design and printing of the RADS programme, posters and banner for each production. Ensure all billing requirements are met. Set the programme price in conjunction with the RADS Committee. Arrange delivery of the programme to the theatre before the first night.
- ▶ Responsible for creation, design and maintenance of the official RADS website (via a third party if necessary); to ensure all information provided by the website is legal, current and accurate. To arrange and maintain hosting for the website - renew hosting agreements at the appropriate time and arrange payment via the Treasurer.
- ▶ Create and manage all RADS official social media accounts e.g. Facebook, Twitter, Instagram. Monitor postings by third parties for accuracy / appropriateness.
- ▶ Produce and publish a monthly Newsletter, upload it to the website and send it to the Membership Secretary for distribution to all Members and Friends via e-mail and post as appropriate.
- ▶ Provide Brochure copy to the Georgian Theatre Royal for their brochures as and when requested by Marketing at the GTR. Liaise with GTR Marketing to ensure all billing requirements are met and approve proofs for the RADS brochure entry.
- ▶ Manage the official RADS e-mail accounts by ensuring they are transferred to the appropriate committee member, and provide technical support to the committee member for this process.
- ▶ Manage and monitor the digital archiving of RADS material, which may include e.g. photos, videos, important documents, historical material, digital versions of programmes / posters etc.
- ▶ Maintain the digital version of the society's rules, directed by the RADS Chairman and Committee.