

# RICHMOND AMATEUR DRAMATIC SOCIETY

## Terms of Reference

### **Publicity Member**

#### **JOB DESCRIPTION & REQUIREMENTS**

*The Publicity Member is responsible for advertising all upcoming productions to the local community and wider area through press releases, weblistings, social media and the distribution of publicity material such as posters and flyers.*

*The Publicity Member 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.*

*The Publicity Member should keep close liaison with the current director of the RADS production to make sure any information being sent out is correct and in keeping with the show.*

#### **SPECIFIC RESPONSIBILITIES**

- ▶ Writing press releases for each production.
- ▶ Taking photos and editing those photos to go with each press release
- ▶ Sending press releases to local papers – both to hard copy publications and online publications
- ▶ Submitting upcoming plays to various free what's-on listings online
- ▶ Sending out publicity material to other local societies to advertise the upcoming shows via email.
- ▶ Putting up posters/leaflets around local venues and shops to advertise the show in the weeks leading up to the production