

Chapter Marketing and Public Relations Officer

NOTE: Elected office if more than 25 members in chapter. If under 25 members is appointed by the chapter president.

Marketing is developing, delivering and packaging a message and/or product for sale. Includes marketing research, product planning and improvement, branding, positioning, sales (tickets, paid performances, merchandise) etc.

Public Relations encompasses a variety of marketing activities that strengthen your credibility, enhance your image, and develop goodwill. These are usually targeted at an audience. Public relations involves communicating who you are, what you do, why you do it, and how you make a difference. It includes media relations, community relations, publicity, internal communications, etc..

Duties:

- Develop a M&PR plan to communicate with internal (chapter/district) and external (e.g. the public and media) audiences and promote the chapter and society.
- Form and oversee a Committee to assist in carrying out responsibilities; members of the committee can be from other performing arts organizations or from the chapters fan base.
- Develop promotional material (sales brochures, flyers, etc) by working with outside vendors such as graphic designers, printers, photographers to make sure all communications reflect the standards and mission of the chapter and society.
- Build and maintain a chapter website.
- Responsible for effective communication and promotion of informative chapter activities through regularly distributed bulletins to internal and external audiences.
- Join Public Relations Officers and Bulletin Editors (PROBE)
- Create and distribute press releases to the media
- Build and maintain relationships between chapter, media, local and regional elected officials, civic and arts organizations and other Society chapters.
- Attend Leadership Academy held each January as well as other training opportunities.