

# Cawthorne Choral Society

## Role Description: PUBLICITY SECRETARY

### PURPOSE

To assist the Chair and committee in the coordination of activities required to achieve the objects/purpose of the Society as set out in its Constitution document.

To promote and publicise the Society and its events including updating the choir website and other social media.

### KEY RESPONSIBILITIES

1. To design advertisements and other material such as posters and leaflets on order to promote both the general aims of the society and specific events, e.g., concerts and to oversee the distribution of that material.
2. To liaise with Treasurer on costs of any publicity materials.
3. To utilise local media (e.g. Cawthorne Parish magazine and local newspapers) to promote both the Society and specific events.
4. To coordinate preparation of content, then arrange production of concert programmes and oversee printing costs and distribution.
5. To update (and liaise with other committee members with admin permissions ), social media such as Twitter/Facebook to publicise events and maintain the online security of such.
6. To act as or liaise with the choir webmaster to provide written content for the website and ensure all content and publicity material is appropriate and updated to the website in a timely manner.
7. To liaise with and provide a point of contact for any charity chosen for the concert season to promote and further the publicity aims of both organisations.