



POSITION DESCRIPTION

Position Title

Publicity Manager

Primary Purpose of Role

To promote the Grainger Wind Symphony's performances and events utilising both traditional and social media, and maintain relationships with external persons for the purposes of marketing and communications.

General Duties of a Committee Member

- 1) As soon as practicable after being elected or appointed to the Committee, each committee member must become familiar with these Rules and the Act.
- 2) The Committee is collectively responsible for ensuring that the Association complies with the Act and that individual members of the Committee comply with these Rules.
- 3) Committee members must exercise their powers and discharge their duties with reasonable care and diligence, both personally and professionally.
- 4) Committee members must exercise their powers and discharge their duties—
 - a) in good faith in the best interests of the Association; and
 - b) for a proper purpose.
- 5) Committee members and former committee members must not make improper use of—
 - a) their position; or
 - b) information acquired by virtue of holding their position—
so as to gain an advantage for themselves or any other person or to cause detriment to the Association.

Key Responsibilities

- 1) Promote upcoming concerts and events using both traditional and social media.
- 2) Develop and maintain a database of contacts for promotional purposes.
- 3) Write and distribute media releases for concerts and events.
- 4) Liaise with graphic designers regarding the development of print material, including posters and programs.
- 5) Regularly monitor and update social media accounts, and the Grainger Wind Symphony website.
- 6) Protect, maintain and extend the Grainger Wind Symphony brand and reputation.

Skills Required*

- 1) Strong written and verbal communication skills.
- 2) Strong planning and time management skills, with the ability to work independently.
- 3) A good understanding of electronic communications, including social media, web and mobile media technology.
- 4) Excellent computer literacy and experience using the Microsoft Office Suite, including Publisher.
- 5) Ability to network (including cold call), develop and maintain relationships with external third parties.
- 6) Ability to communicate and respond in a timely manner using e-mail and SMS on mobile devices.

*or a willingness to learn and develop skills in the role