



Role Description

PR, Marketing & Social Media

Purpose

To showcase Semi-Circle as a club and ensure that productions and other events are appealing to members and the broader English speaking community in Basel.

The role may be shared across several committee members.

Accountabilities

- Publicise Semi-Circle events and activities across a range of media, including digital and print
- Liaise with the President and other members of the committee to agree which activities to promote, when and how
- Produce publicity to advertise Semi-Circle activities
- Develop content for use in promotional activity
- Maintain content on the website
- Maintain a list of local advertisers / sponsors
- Establish links with media such as RadioX
- Maintain a publicity plan
- Provide recommendations to directors and producers on advertising approaches and associated costs
- Programme design and compilation
- Manage printing of materials (flyers, programmes, etc)
- Manage distribution of publicity materials
- Create content for use on Social Media
- Provide recommendations to the committee on activities which appeal to members and potential members, e.g. social events