



PRODUCTION TEAM POSITION DESCRIPTIONS

MARKETING TEAM

CO-ORDINATOR, DESIGNER, PHOTOGRAPHER, VIDEOGRAPHER, DIGITAL MARKETER

Reports to Production Manager

1. Prepare a marketing plan that includes key milestones for onboarding team and cast, garment orders, photo shoots, publicity, ticket sales and program production
2. Ensure continuity of branding across all platforms
3. Operate within budget
4. Attend production meetings and report on progress, including expenditure and ticket sales
5. Plan photo shoot schedules in collaboration with the Director and the relevant departments (costumes, makeup and hair). Notify cast (and whole team) of photoshoot dates & schedules
6. Liaise with the venue regarding publicity opportunities
7. Arrange production and distribution of printed collateral
8. Supply copy and assets to the BTC social media manager along with a schedule and budget for expenditure on social media
9. Coordinate program collateral, design and production
10. Complete the post-production feedback survey in a timely manner

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