



COLLEYVILLE HERITAGE HIGH SCHOOL THEATRE BOOSTER CLUB
VOLUNTEER POSITION DESCRIPTION

Publicity Coordinator

Revised for 2019/2020

The Publicity Coordinator is responsible for promoting a positive image of the booster club and theatre program to campus and the local community by creating materials and cultivating media relations.

It is suggested that the Publicity Coordinator have a co-chairperson who will assist the Publicity Coordinator and assume the Publicity Coordinator position the following year.

The Publicity Coordinator reports to the Vice President.

Essential Functions

- Designs, produces and distributes all marketing materials
- Writes press releases, media pitches to school and community publications
- Contacts the GCISD school arts departments and local newspapers and various campus list serves about upcoming shows and recent theatre news
- Recruits volunteers for and oversees the Publicity Committee
- Advertises events and meetings to the general public
- Works on initiatives to recruit new members to the booster club
- Creates an active community on social media platforms like Facebook and Twitter to engage the campus community and raise awareness about the booster club and its activities
- Works closely with the booster club Webmaster to ensure that all publicity content on the booster club web page is current and accurate

Talents Needed for Success

- Strong Social Media knowledge
- Advanced creative production skills
- Organization and attention to detail
- Ability to manage volunteers for successful outcomes
- Ability to work within a budget
- Ability to delegate work programs while maintaining oversight

Programs

- Booster Club Facebook Page and other social media
- Show Poster Production
- Playbill Production
- Booster Club Collateral
- Panther Pause / the Leader
- GCISD Community Outreach