



KEY TASKS FOR THE PLUMSTEAD MAKE MERRY

PUBLICITY & PROMOTIONS

The Plumstead Make Merry festival is run entirely by volunteers, from the planning stages through to the management on the day of the event. This list of key tasks is for the Publicity and Promotions, there are many specific areas of responsibility throughout the event, all of which require some involvement with others. Though the list below may not be comprehensive, it does outline the key tasks required by volunteers. For each area (sub-group) there is a lead person responsible in the run up to the event which may differ to the person specified as the on-day lead, and they will delegate tasks. Volunteers may wish to be involved in one or more of the tasks, or may wish to be a part of more than one area of responsibility, you may be able to dedicate only a couple of hours or you may be able to commit to more time, and in many cases no previous experience is necessary. Volunteers do need to be aged 18 or over. As a not-for-profit organisation we are unable to pay volunteers.

It is important that all sub-group leaders review feedback from the previous year's event at the planning stage. All volunteers need to adhere to all Health & Safety and Licensing Regulations that are relevant to that section. All lead persons need to ensure that they brief all the volunteers working with them, and liaise with other sub-group leaders as they may have information or requirements that affect that section.

If you are interested please drop us an email at volunteers@plumsteadmakemerry.co.uk

PUBLICITY & PROMOTIONS

Tasks include the following:

- Liaise with the Volunteers Coordinator regarding assistance from volunteers to promote the event if they are using personal social media accounts. Any input from them must be restricted to the items and wording agreed by the core team, ensuring that the Code of Conduct is adhered to.
- Organise publicity via our social media pages on Facebook, Twitter, and Instagram.
- Ensure that the main website is kept up to date and is an easy to use and informative tool for any viewers.
- Compile a schedule for posts and tweets covering all aspects of the event in the month running up to the event.
- Ensure that posts are scheduled in advance for the day of the festival on our social media platforms.
- Liaise with the Fundraising Coordinator as some sources of funds may need votes from the public.



- Agree with the core team the design of hard copy publicity including leaflets, flyers, and posters.
- Arrange for hard copy publicity to be distributed with input from the Volunteer Coordinator. This may include them asking shops and local businesses, libraries, and schools/ nurseries to display a poster. It will also include volunteers to post leaflets through residential properties in the local area.
- A Communications Strategy is to be created and updated when necessary.
- Press releases to be compiled and sent to local newspapers, radio stations, local television etc.
- Invite local press to the event, liaise with the Chair to arrange timings for any interviews etc.
- Design and sourcing of any on-site publicity including banners and signage.