



Role Title: Communications Manager

Role Description

Overview:

The Communications Manager is responsible for managing and coordinating all aspects of communication and promotion for our annual local festival/fete. This role plays a pivotal role in building awareness, engaging attendees, and ensuring effective communication with stakeholders.

Responsibilities:

- **Communication Strategy:** Develop and execute a comprehensive communication and marketing strategy to promote the festival, including defining target audiences, messaging, and promotional channels.
- **Content Creation:** Create engaging content for various platforms, including social media, website, email newsletters, press releases, and promotional materials. Ensure content is compelling, accurate, and aligned with the festival's mission.
- **Social Media Management:** Manage and update festival social media accounts regularly. Post updates, share relevant content, respond to inquiries, and monitor online engagement.
- **Website Maintenance:** Oversee the festival's website, ensuring it remains up to date with the latest information, schedules, and announcements.
- **Media Relations:** Cultivate relationships with local media outlets, bloggers, and influencers. Coordinate press releases and media coverage to maximise festival exposure.
- **Email Campaigns:** Create and manage email marketing campaigns, including newsletters and event updates, to keep attendees and stakeholders informed.
- **Graphic Design:** Collaborate with graphic designers or create visual content yourself for posters, flyers, banners, and other promotional materials.
- **Analytics and Reporting:** Monitor the performance of communication efforts, track engagement metrics, and provide regular reports to assess the effectiveness of various communication channels.
- **Crisis Communication:** Develop a plan for managing communication in the event of unexpected challenges or crises during the festival.

About you:

- Strong written and verbal communication skills.
- Experience in marketing, public relations, or communications.
- Proficiency in using social media platforms and email marketing tools.
- Graphic design skills or familiarity with design software is a plus.

Time Commitment:

This role typically requires one to two days a month spread over the year, time commitment will increase in the lead-up to the festival in June and at our main recruiting period in January.



How to Apply:

If you are interested in this role please fill out the form here: <https://forms.gle/yscFh5EWbxjYSWBU6>

General committee roles are usually assigned at the Plumstead Make Merry's Annual General Meeting (AGM) – time, date and place tbc.

We will aim to speak to everyone interested in a role before the AGM, please indicate the best times to contact you in your form. If you would like to talk to us about this role, or any of the others before submitting please email: info@plumsteadmakemerry.co.uk