



NOTES

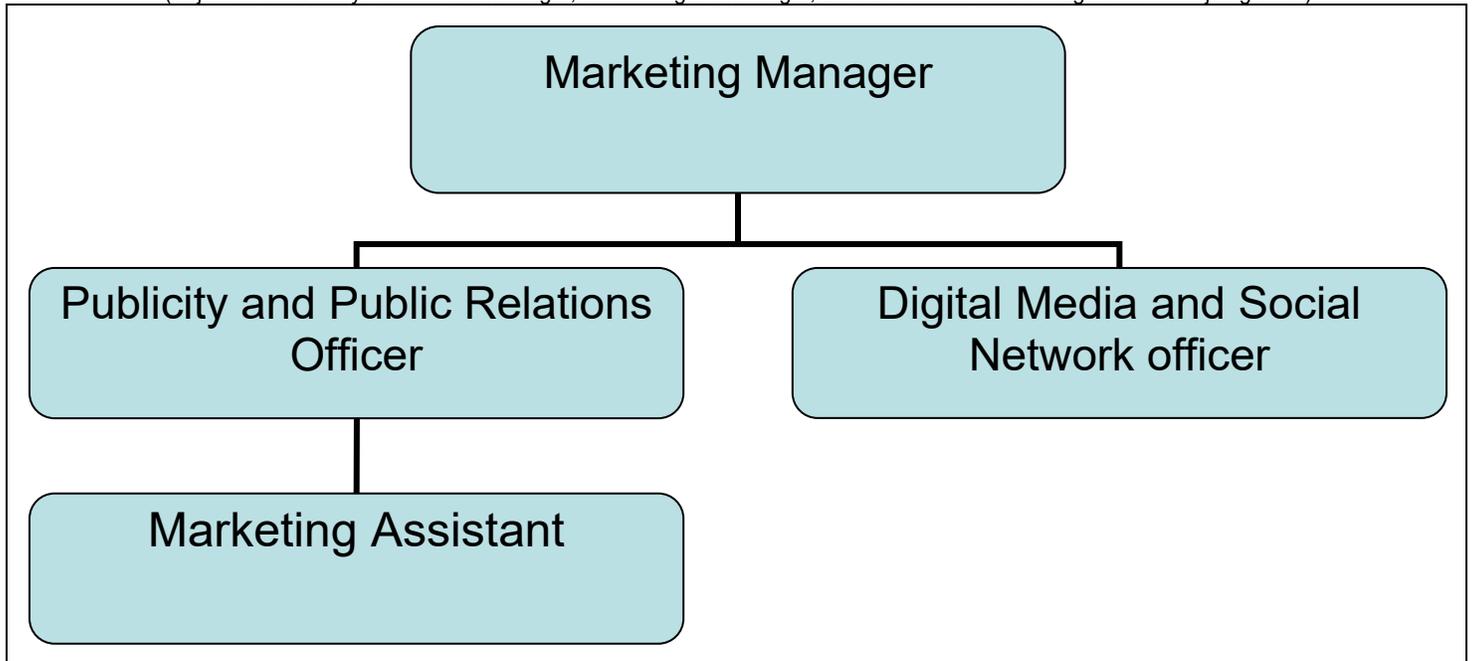
- Forms must be downloaded from the UCT website: <http://www.uct.ac.za/depts/sapweb/forms/forms.htm>
- This form serves as a template for the writing of job descriptions.
- A copy of this form is kept by the line manager and the job holder.

POSITION DETAILS

Position title	Publicity and Public Relations Officer
Job title (HR Practitioner to provide)	
Job grade (if known)	PC 7
Academic faculty / PASS department	The Baxter Theatre Centre
Academic department / PASS unit	
Division / section	
Date of compilation	30 October 2014

ORGANOGRAM

(Adjust as necessary. Include line manager, line manager's manager, all subordinates and colleagues. Include job grades)



PURPOSE

The main purpose of this position is to use all forms of media and communication to build, maintain and manage the reputation of the Baxter Theatre Centre and their clients. To create and monitor publicity and conduct research to find out the concerns and expectations of the Baxter Theatre Centre's target audience and its stakeholders

JOB CONTENT

	Key performance areas (4 – 6) (What)	% of time spent	Activities / Objectives / Tasks (How)	Results / Outcomes (Why)
1	<u>Publicity & Media relations</u>	40%	<ul style="list-style-type: none"> • Coordinating all media related activities • Devising media and publicity campaigns for Baxter Theatre Centre productions. • Writing Press releases and distributing this information to journalists. • Creating and developing strategic partnerships with the media. • Creating • Coordinating and setting up interviews with the media and artists, writers and director • Liaising with the media with regard to productions at the Baxter Theatre Centre, manage media competitions in publications. 	To create media awareness of Baxter Theatre Centre's activities through a combination of press releases , interviews, editorials and production focused competitions.
2	<u>Public Relations</u>	25%	<ul style="list-style-type: none"> • Identifying and compiling guest lists for opening nights of Baxter Theatre Centre productions. • Working with designers on invitation design and details. • Sending out invitations to guests for opening nights and special events and functions. • Seating and ticket allocations for guests for opening nights • Hosting guests and media on opening nights and special Baxter evenings. • Initiate Public Relations activations on ways to promote and market productions. Creating trade exchanges with media companies in order to leverage on publicity. 	To ensure that communication with the Baxter Theatre Centre's target audience is maintained and developed through media with an aim of creating a positive image of the organization and its offerings.
3	Advertising	20%	<ul style="list-style-type: none"> • Generate advertising budgets in consultation with Directors and producers for both in house and external productions. • Coordinate all print media advertising with the various media companies 	To ensure that the Baxter Theatre Centre's target audience and its stakeholders are informed about both current and forth coming productions at the theatre.

4	<p style="text-align: center;"><u>General Administration and office Management</u></p>	15%	<ul style="list-style-type: none"> • Ensuring the marketing department has the necessary equipment and resources to meet its operational requirements. • Office co-ordination – Ensuring deadlines are met and that Marketing resources are allocated correctly and efficiently • Database management (updating guest and industry database list s), compiling program information, managing competitions, ticket giveaways and cataloguing of media stories. • Assisting the marketing manager with invoicing and monitoring of marketing related purchase orders. 	<p>To ensure that the operational objectives of the marketing department are met and that the available resources are utilized optimally.</p>
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MINIMUM REQUIREMENTS

Minimum qualifications	A degree with Marketing as a major or a Nation Diploma in Advertising
Minimum experience (type and years)	Three to five years' work experience in a large corporate marketing Department.