



Role and Responsibility Summary

The Marketing Manager is responsible under the charity's governing document [the Constitution] for controlling the management and administration of the Wessex Concert Orchestra (WCO).

The Marketing Manager should be familiar with the Constitution and the associated documents: Rules and Regulations and Annexes. An understanding of the [Charity Commission Pamphlet CC3](#): 'The Essential Trustee: What you need to know' and [The Charities Act 2022](#) is desirable.

General

- Assume the responsibilities of and act as a committee member on behalf of the group.
- Attend all committee meetings if possible.
- Work with other committee members and contribute to discussions and decisions to manage and advance the best interests of the group.
- Represent and promote the group and its activities in a positive and appropriate manner.
- Maintain archive of items of interest such as concert programmes, posters, reviews.
- Carry out any other duties that may be deemed necessary by the Committee.

Marketing

- Oversee and implement the marketing plan and strategy for membership and concerts.
- Generate new ideas for publicity.
- Manage the production of publicity material for performances.
- Coordinate the distribution of publicity for performances.
- Sell advertising space for concert programmes where appropriate.
- Look after any banners, A-boards or other publicity materials.

Promoting the Group and Concerts

- Promote the concerts on relevant websites, publications, radio and other media.
- Promote the group within the local community.
- Encourage and support orchestra members to promote the concerts and group, and support the marketing efforts.

Promoting the Group and Concerts

- Maintain the group's website with up-to-date information.
- Maintain the group's presence on social media.