

POPS: Job description

Position Title: Publicity coordinator

Purpose: Responsible for overseeing and coordinating all aspects of performing arts publicity, PR and marketing for WHS, WMS and, when possible, the elementary schools.

Key Responsibilities:

1. Annual Publicity

- Cultivate positive long-term relationships with newspaper editors, journalists, and media writers, respecting their guidelines, formatting and submission policies.
- Create and maintain an annual POPS media calendar for articles and publicity. This includes newspapers and online sites.
- Submit concert and performance details to media outlets, in a format designed for their weekly "Community Calendar" listings.
- Determine school-based performances, events, and community appearances that are newsworthy, assign writers and photographers, determine interviews, establish submission deadlines. All articles, regardless of writer, are submitted to the Publicity Chair, who maintains editorial control and adheres to formats required by media outlets.
- Submit articles directly to newspaper editors at Wellesley Townsman and Wellesley Hometown Weekly. Submit sufficient material and insider tips to Swellesley Report so that they can attend events and compose their own features. Write and submit postings to online sites like Wellesley Patch and Boston Globe regional.
- Work directly with the Director of Performing Arts and performing arts teachers at WHS and WMS to generate program information, background details, performer and soloist names, and permission for rehearsal and performance photography.
- At a teacher's request, a comprehensive media plan can be developed that will cover every aspect of their event. This entails close collaboration between the Publicity Chair and the teacher, often through a series of face-to-face meetings.
- Work with POPS Drama Coordinator and WHS Production Manager/Technical Director to secure graphic design and poster art for major performances and theatrical productions.
- Work with teachers/administration to update PA Display Case in WHS foyer.
- Work with adviser and staff of The Bradford to recommend article ideas and solicit features to be published in both The Townsman and The Bradford.
- Be available to coordinate publicity and recruit volunteers for last-minute performances and opportunities, e.g. Navy Band in 2016.

2. Senior Profiles

- Cultivate a positive working relationship with faculty adviser to the Bradford, currently English teacher Amanda Brown.

- Get to know the individual Bradford staff writers and develop a cordial working relationship with each student.
- Every August, work with the Director of Performing arts to secure Senior Profile nominations from all WHS performing arts faculty: Band/Jazz Band, Orchestra, Choirs, Dance, Theater, and Theater Tech. Each teacher will be asked to recommend 2-3 outstanding seniors, along with a brief written summary of why the student is being nominated. All nominations should be in hand by September 30 of each school year.
- Work with Bradford adviser to assign Senior Profiles to each Bradford writer, taking into consideration each writer's strengths, weaknesses, and personal interests. Establish submission deadlines and anticipated publication dates for each Senior Profile.
- Send an email to the parents of each nominated student, congratulating their son/daughter and requesting that their student fill out a pre-interview questionnaire.
- Notify nominated students about their assigned Bradford writer/photographer team, who will request a brief face-to-face interview and photo session.
- Receive and edit all Senior Profile submissions, ensuring that quality and content is up to standards. Format and submit to the Wellesley Townsman within established deadlines.
- Share published articles with Senior Profile students and their teachers.
- Plan and hold a year-end luncheon for Bradford staff, thanking the students and their adviser for their valuable contributions.

3. Social Media

- Administer the POPS Facebook page, a dynamic site that requires posts on a near daily basis... and a great deal of creativity to keep it interesting.
- Administer the POPS Twitter account, creating new tweets and retweeting others whose messages are relevant to the POPS audience.
- Tweet from backstage and the auditorium prior to and during key performances.
- Seek out newsworthy stories, articles, photos, videos, and share these on Facebook and Twitter.
- Highlight POPS volunteers through images and storylines.
- Link all written media exposure to social media, enabling multi-channel publicity.
- Encourage faculty, administration, alumni, parents and current students to send materials for sharing on social media platforms.

5. Oversee publicity committee

- Publicity Coordinators – one for WMS and one for Elementary Schools
- Philanthropy Coordinator – our development person

Time commitment: Publicity Chair is a labor-intensive position that requires strong attention to detail and coordination of many moving parts. Estimate is 6-8 hours per week during the school year, and more during crunch times like the fall musical.

