



## **Publicist**

A volunteer is needed to help publicise the activities of the Suffolk Craft Society. The purpose is to work alongside our social media content person and webmaster to increase awareness of the Society, increase attendance at exhibitions and events and increase appreciation for the brilliant and varied work of our highly skilled members.

You will work alongside of a small voluntary team, and be responsible to the Society committee. Your focus will be on generating publicity to attract greater numbers of people to appreciate handmade craft, to view and buy the work of our craft members and to learn about the different crafts and their makers..

The work load is spread across the year with an emphasis on the build up to exhibitions and events. Much of the work can be done from home and meetings, when appropriate, attended via Zoom.

### **Roles and Responsibilities:**

- Write and distribute press releases and other news stories as they arise.
- Distribute free listings info for each exhibition, show or other public focused events to websites and magazines.
- Maintain an up to date list of contacts for local publications and listings websites, and press contacts.
- Coordinate distribution to suitable outlets of posters and flyers for display.
- Liaise with graphic designers and printers.
- Gather suitable images from members for use in publicity as needed.
- Produce newsletters (currently via Mailchimp) to keep the Friends and public up to date with SCS activities.
- Liaise with those managing the SCS website, Instagram, Facebook and Twitter accounts as needed, with event listings, status updates and exhibition news.
- Liaise with magazines for advertising and/or editorial if agreed.
- Work within budgets for each project and review past activity for cost effectiveness.

### **Person Specification:**

#### Essential

- outgoing personality
- enthusiasm for arts and crafts
- able to work on own initiative and be a good team worker
- excellent written and verbal communication skills
- own office equipment and access to transport

#### Desirable

- some experience in journalism, PR or marketing