

SWAN THEATRE COMPANY

Terms of reference for Marketing Team

Main purpose

To develop the profile of the Swan Theatre within the community to ensure excellent audience attendance, high levels of active membership and a recognition of the Swan Theatre as an outstanding community venue.

Main functions

1. To implement the marketing aspects of the Theatre Development Plan and to report progress to the Co-ordinating Committee.
2. To manage the marketing budget ensuring that best value is obtained.
3. To seek approval from the Co-ordinating Committee for all single item expenditure over £500.
4. To devise and implement marketing campaigns for all Swan Theatre Company productions.
5. To seek opportunities to raise the profile of the Swan Theatre within the community.
6. To organise and run membership services, including the provision of welcome packs for new members.
7. To organise and run Swan Theatre Company social events.
8. To recruit new members and seek to actively involve them in Swan activities as soon as possible
9. To develop and implement methods of communication with members and the general public including the newsletter and website.
10. To publicise all successes and newsworthy events at the Swan Theatre.
11. To develop and produce a corporate style for all publications.
12. To manage the sales of tickets for all Swan Theatre Company events.

Composition

The team will consist of the Marketing Manager (which is an elected post), and people responsible for the newsletter, website, posters, programmes and box office. Any person can hold more than one responsibility, and other members can be co-opted on to the team at any time.

Meetings

The team will meet no fewer than 6 times per year . All meetings will be formally minuted with copies circulated to team members and Co-ordinating Committee members.