



Position: Media & Community Relations Officer

Term: Board of Directors, 3-year term

The media and community relations position is responsible for garnering media publicity and community participation in the Theatre's various productions, events, and activities. This position needs someone who can offer around 8 to 10 hours a month. The month that leads up to a show open are the most busy. Other months consist of board meetings and developing community contacts.

To accomplish this task, this board office is responsible for:

- Cultivate and maintain media contacts in order to generate relevant stories, interviews and other media coverage
- Write news releases, articles, calendar listings, and public service announcements (PSA's), ensuring consistency and accuracy
- Field and respond to media inquiries generated by those releases, or regarding a specific production or event
- Solicit, arrange and organize media interviews (print, radio and TV)
- Post plays, auditions, events on regional media and community online calendars
- Cultivate and maintain community, business, and target of opportunity contacts
- Assist with social media posts
- Create Coupon Promotions for various audiences
- Regularly serve as Box Office Ticket Agent for productions

General

- Prepare, participate, and vote when called upon in a monthly board of directors meeting (3rd Tuesday of each month typically at 6pm or 7pm)
- Participate in group activities that support the cleaning, organizational, and overall well-being of the theatre.
- Use NTA assigned email address for public communications. Use of personal email address with the public, membership or other NTA vendors, sponsors, or donors, is prohibited. ///