

## Pig's Ear Folk Ale Publicity Officer

We are looking for a volunteer to head up the Folk Ale publicity team. You will need to be able to give a certain level of commitment to this role throughout the year, but we have a number of volunteers who help out with the legwork - what we are looking for is someone to co-ordinate their efforts to and develop a joined-up marketing strategy. If you think this is a role you could take on, please contact James Kerry James Kerry: [james@jameskerrymusic.com](mailto:james@jameskerrymusic.com) tel: 07402 670883 to discuss further.

### Role Description

The role of the Publicity Officer is :

1. to increase ticket sales through a comprehensive marketing and advertising strategy, making optimum use of both traditional and digital communication channels.
2. to co-ordinate and support a team of volunteers to deliver the strategy effectively.

Requirements:

- Experience of, or willingness to learn, the principles of effective marketing
- Ability to co-ordinate a dispersed team of volunteers
- Familiarity with the folk/live music audience served by Folk Ale
- Initiative and ability to self-organise