**Media Lead**

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| Role description | |
| **Purpose:** | * To ensure a positive image for Strategy & Evolution and that the events are well publicised. |
| **Responsible to:** | * Deputy Event Director |
| **Responsible for:** | * Media Team * Socials Lead |
| **Internal  contacts:** | * Event Team * Admin * Evening Ents Lead * Directorate |
| **External contacts:** | * Media Outlets * Public |

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| **Key tasks:** | * Lead and manage a team to plan and execute a media plan for both Strategy & Evolution * Create flyers for the next years events * Create engaging social posts for the events, before, during and after * Creating content for the website and keeping up to date * Creating emails once a month in the run up to the events * Designing eye catching posters for use at the events * Liaising with the County Media Manager to ensure good media coverage of the events * Finding & using Young Spokespeople in all event press releases – ensuring training is given where appropriate. * Public relations contact for all external parties – neighbours, media, and corporates. |
| **Time  commitment:** | * Planning and organising time prior to the events (year-round commitment) * Planning meetings * Both Weekends and some time in build and take down |
| **Training Requirements** | |
| **Compulsory:** | * Essential Information (01) * General Data Protection Regulations (GDPR) * Working With Adults (09) * Safety * Safeguarding * Any other modules as agreed in Personal Learning Plan |
| **Desirable:** | * Media Experience |