**Media Lead**

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