

PUBLICITY MANAGER (2 Positions)

The successful candidate would make sure that charity fundraising concert events were well publicised, with the help of flier distributors. C.A.I. will pay for the cost of Flier Distributors to help you, and you must find ways of publicizing events to the public, wherever a charity fundraising concert is to be held. Newspapers should publish articles about events, and posters and fliers should be distributed etc. as required. You must find as many sources of publicity as possible for charity fundraising concert events, which will be followed by a buffet supper for members. Flier Distributors may be provided to cover the neighbourhoods where concert events are to be held. Experience would be required for this position with a successful history as a Publicity Manager.

Your pay for this position would be negotiable, as we do not know what sort of income would be required for this. We wish to hire a UK tax payer who pays a minimum of £1k per year, as this would be used to pay you from. If the sum of income tax you pay is considerably higher, that would add to what we would be able to recall to pay you for this position. Please always keep in mind that all expenses are to be kept to a minimum. If you are able to advertise events in every newspaper, and wherever concert-goers will see events advertised, that would be a bonus! We would like every ticket to be sold prior to each event, thus guaranteeing maximum ticket sales and profits from each event!

There are many different places where information about upcoming concert events can be advertised, such as in clubs, council billboards or in other places where many people often meet. If you know the contacts and places where groups meet, you may be able to promote many people who would attend due to the publicity. You would also need to be articulate in the wording of all publicity materials. For example, "CAI wishes to provide you with value for any money you donate to your charity of choice, providing you with a wonderful social event and opportunity to meet others in the process."

The Trustees will do all they can to assist you wherever possible, and to help in whatever way they can. This would include putting together fliers and posters as necessary, and in laminating posters to protect them against the weather. Training cannot really be given in this field as you should have a very good knowledge yourself of how to publicise and promote an event for maximum attendance. You should have lots of previous relevant experience, and you should be focussed and efficient in your approach, and with a good knowledge of the areas you work in. Do not rely on just a musician's name to draw in the crowds, but rather on the purpose for the events, to raise funds for charities.