**Who are we and what do we do?**

As you may know, North Devon Theatres’ Trust is a registered charity (number 1027553) and we run two professional theatres – the Queen’s Theatre in Barnstaple and the Landmark Theatre in Ilfracombe.

***“We believe in the power of the arts to change people’s lives for the better”***

Our objective is to provide events, activities and facilities for the improvement, development and enjoyment of arts and culture across the North Devon region for all members of the community whatever their ability, interest or background, whether as a participant, audience member or artist and also to appeal to visitors to the area.

To do this, we provide a varied theatre programme, special projects, one-off artistic residencies and our own in-house performing arts classes and workshops.

We would not be able to present our high quality programme, education projects, festival events or museum projects without the generous support of our funders. Each year we need to raise over £500k from donors, sponsors, grant makers and charitable trusts and foundations to make our work possible.

**Rural Ambassadors**

**What would you do?**

As a Rural Ambassador, you will work with the marketing team to help promote North Devon Theatres’ programme of arts, entertainment and education classes. You’ll collect and deliver publicity material (brochure, leaflets, posters, flyers) to display points in your local community (i.e. businesses, shops, village halls, community centres, health premises, etc). You'll also help us to increase and develop our network of contacts that support the theatres by displaying our material.

You may also organise group trips to shows and events at our theatres, by members of your local community.

Opportunities exist to promote North Devon Theatres across the whole of North Devon and Torridge and our Rural Ambassadors work with the marketing team to define which area and outlets they are covering.

**Why should you join our team?**

* You have an interest in the arts and would like the opportunity to learn new skills.
* You would like to do something for your community.
* You like face to face contact with the general public, being amongst like-minded people and would like to make new friends.
* You would like to share your existing skills and experience to benefit the organisation.

**Do you need experience?**No. We welcome people with good ideas and enthusiasm but do apply if you have good public relations skills, the ability to self-motivate, and are able to work with minimal supervision.

**How does it work?**

You’ll meet regularly with the Publicity Manager to agree a monthly schedule and then at the end of the month, submit a simple list or report of all the places that have taken and displayed our print.

If organising a group visit to the theatres, you will be responsible for promoting the event in your local community, agreeing numbers, taking payment and distributing tickets as necessary.

**Role Description:**

**Role:** Rural Ambassador

**Responsible to:**  Publicity Manager

**Hours:** Guideline approx. 1-2 hours each month

**Purpose of the post:**

To assist the marketing department to increase awareness of, and interest in, North Devon Theatres’ programme of arts, entertainment and education classes. You will work with the marketing team to help attract attendance to events at both of our venues by collecting and delivering our publicity material to display points in your local community and act as ambassadors in the community.

**Key responsibilities:**

1. Distribution of publicity material to a list of local display points as agreed and scheduled by the Publicity Manager.
2. Ensure local display points maintain an appropriate amount of print, topping-up as necessary.
3. Plan and maintain records of print distribution, reporting back to the Publicity Manager on a monthly basis.
4. Identify new contacts and display points.
5. Encourage, plan and promote group visits to North Devon Theatres' venues.

**Essential Skills, Abilities & Experience:**

* Enthusiasm for promoting and representing North Devon Theatres confidently.
* An ability to work effectively in a pleasant manner with a wide range of people.
* Good communication skills, including the ability to understand and respond to written and spoken briefings.

**If you are interested and would like more details, please contact Sarah Anderson (Publicity Manager)**

**t: 01271 869221**

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