

POSITION DESCRIPTION & PERSON SPECIFICATION

Position:	Capping Show Promotions Coordinator
Reports to:	Capping Show Producer, OUSA Marketing
Volunteers and Interns:	Capping Show Actors & Writers
Location:	OUSA, University of Otago, Dunedin

Organisation:

OUSA provides a diverse range of services to its 20,000 student members at the University of Otago. An autonomous body with registered charity status and independence from the University, OUSA offers activities and support to students including:

- A confidential support and welfare advice service, representation and advocacy
- Numerous recreation clubs and societies and the facilities to support these
- A varied events programme
- A student radio station (Radio One)
- An award-winning student magazine (Critic).

The OUSA Executive (the elected student members and governors of the Association) run campaigns and represents student views to the University and other external bodies.

OUSA's core responsibility is to engage its student members through services, events, representation and communication by way of a relevant, responsible, inclusive and engaging approach.

Capping Show is the longest running student revue show on earth, with over 130 years of history at Otago University. Capping Show is produced by OUSA, and is primarily a student-run and student-led project. Taking part in Capping Show allows emerging performers and theatre workers the opportunity to express their creative vision in a professional theatrical context, with the financial and administrative support of OUSA.

Position Purpose:

The Promotions Coordinator will be responsible for coordinating aspects of the promotion of Capping Show to ensure it achieves its goals, namely to be a successful and culturally relevant comical revue show produced by students for a student audience. The Promotions Coordinator will carry out marketing activations on and around campus, produce content for and manage the Capping Show social channels, and work closely with the OUSA marketing team and Capping Show Producer on the marketing and promotion of the show. The role will be varied and flexible to meet the needs of the show.

Areas of Responsibility

Area	Expected Outputs
People Management	• Coordinate cast and crew during promotional activations, including hall and lecture runs.
Financial Management	• The promotions coordinator may from time to time need to make purchases on behalf of OUSA, and manage a small sub-budget relating to their work.
General Tasks	Reporting to the Capping Show Producer and OUSA Marketing Team, this position will comprise delegated aspects of the Capping Show ensuring that the following are carried out to a high standard: • Organise and execute Marketing activations on and around Campus in the lead up to The Capping Show. • Organise cast and crew participation in Activations and Marketing Material. • Creation of video content for marketing purposes in conjunction with the video director / videographer. • Source and/or create content alongside the Marketing and Communications Department. • Work closely with Marketing and Communications department, and Capping Show Crew & Cast to create digital promotional content. • Communicate requirements from the Marketing and Communications Team to Capping show cast and crew. • Regularly stay up to date on the happenings of the Capping Show. • Aid OUSA Events and Marketing and Communications in organising cast and crew for interviews and other media opportunities in promotion of The Capping Show. • Produce and collate content for the Capping Show socials throughout the production and show period. • Prepare content at the end of the show run to be scheduled on Capping Show socials during the off-season. Reporting • Attend meetings with the OUSA Events Team and Marketing and Communications and report on whether target goals are being achieved and to communicate relevant issues relating to the successful promotion of the Capping Show. • Attend Regular Meetings with the Capping Show team to update on progress. • Provide a written 'lessons learned' report to the Producer after the completion of the show, which will be used to benchmark any problems/issues and highlight any recommendations for future Capping Shows.
Health and Safety	• Ensure the activities of all volunteers comply with all OUSA practices and procedures and the relevant legislative requirements, in particular the Health and Safety in Employment Act.

	• Take personal responsibility for engaging in OUSA's no-harm, health and safety culture. • Be familiar with the hazard register for the work area that you work in. • Communicate to the Producer and Assistant Producer and colleagues any potential hazards that you identify that are not on the register. • Be familiar with the location of first aid kits and qualified first aiders in the Association. • Be familiar with and adhere to any health and safety plans. • Ensure incident and accident forms are filled out for all incidents and accidents that you are involved in and submit these to the Producer in a timely manner. • Be proactive in identifying new health and safety initiatives within the department and the wider OUSA community.
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Personal Attributes

Working Collaboratively	• Ability to build and maintain professional and productive relationships. • Ability to relate to a diverse range of people. • Excellent written and oral communication skills. • Communicates positively with colleagues across the OUSA to ensure a strong collegial culture within OUSA.
Organisation	• Manages self, resources and workload to meet timelines. • Is reliable, organised and keeps all files and documents in order. • Is self-motivated and able to work independently and as part of the team. • Ability to recognise when issues need to be escalated to the Departmental Manager.
Change	• Is flexible and resilient to meet the ever-changing needs of the OUSA.
Problem Solving	• Anticipates problems and proactively resolves them in an appropriate manner, escalating issues to the Departmental Manager when appropriate.

Qualifications and Experience

Capping Show is a student-led production, so the qualifications and experience required for this position are more flexible than in other professional theatre productions. However, the following characteristics are preferred:

- Experience working in marketing.
- Experience managing social channels.
- Experience in the theatre industry.
- Experience working with volunteers.
- Proven ability to work with a broad range of people, especially young people.
- Experience with scheduling.
- Ideally have a current driver's license.